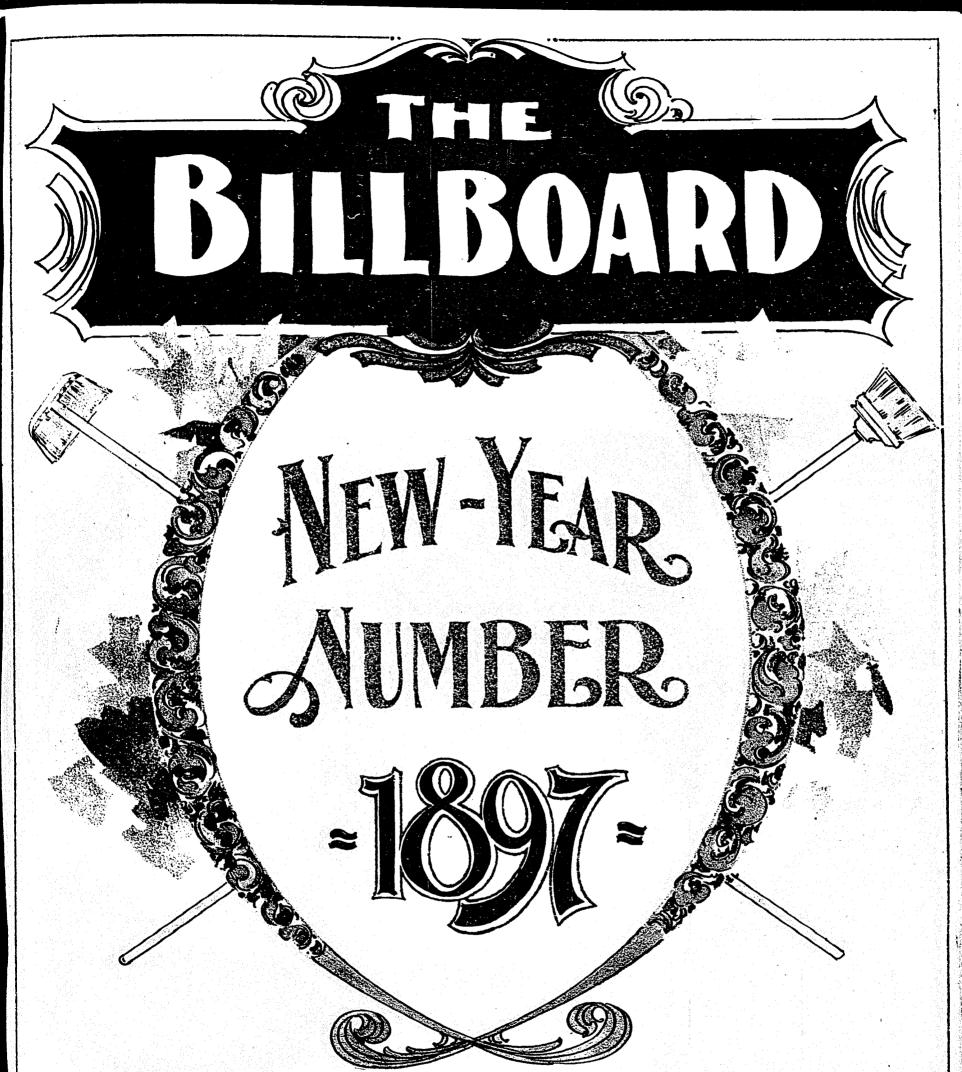
# Scanned from microfilm from the collection of Q. David Bowers

Coordinated by the Media History Digital Library www.mediahistoryproject.org

Funded by Q. David Bowers and Kathryn Fuller-Seeley



DEVOTED TO THE DÉVELOPMENT OF BILL POSTING SIGN - PAINTING POSTER - PRINTING.

DISTRIBUTING AND EXHIBITING.

# Are You a Bill Poster?

If so, and you want to make money easily and agreeably, write us at once.

> THE DONALDSON LITHO. CO., CINCINNATI. O.

## Are You a Bill Poster?

If so, send us your name and address. We intend hereafter to conduct a bill posters' Advertising Agency. To distribute, apportion, and otherwise work out the detail incident to placing work with bill posters throughout the United States and Canada. Get your name on our list.

> THE DONALDSON LITHO. CO... CINCINNATI, O.

## Are You a Bill Poster?

If so, then write for our new Catalogue of Posters suitable for advertising Amateur Entertainments. Benefit Performances. Balls, etc.

THE DONALDSON LITHO. CO... CINCINNATI. O.

No matter how small your town, you need us and we need you. Don't forget the address,

Che Donaldson Litho. Co..

CINCINNATI, OHIO.

# BILLBOARD

ADVERTISING.

Vol. VIII., No. 12.

CINCINNATI, JANUARY 1, 1897.

#### HOUSE TO HOUSE WORK. to be what it claims - a great many of these

BY CHARLES AUSTIN BATES.

I have said many times that I considered newspaper advertising the best advertising. I suppose I have said this a hundred times-maybe five hundred times. I have always made the assertion as a general proposition.

Take, for instance, a merchant in a small city or town where there is a newspaper of general circulation. It's my belief that that merchant's first appropriation should be for an advertisement in that newspaper. It does't follow that he should leave out other kinds of advertis-

While an honest and thorough believer in the virtue of the newspaper as an advertising medium, I am just as strong a believer in booklets and circulars. In fact, in some cases, I believe that booklets and circulars should take precedence over newspaper advertising. I believe that in some cases the booklets and circulars should be used first and the newspapers later.

To my personal knowledge several of the most successful proprietary medicines now in existence had achieved a large measure of success by the house to house distribution of booklets and circular, before they ever made use of newspaper advertising. They divided the country up into small sections and circularized these sections one at a time thoroughly, by a house to house distribution. That this system brought results, and big results, is shown by the fact that these concerns made so much money that they were able to jump into general newspaper advertising almost at a bound As I have said many times, good advertising is simply advertising that brings results. Evidently the house to house distribution of these proprietary medicine concerns brought results, and big results.

While I am on the subject of proprietary medicines, I want to say that I don't know of a more effective way of introducing a good proprietary medicine than by the house to house distribution of samples and good literature. "Seeing's believing." So is trying. Take, for instance, some simple, palatable remedy that is recommended as a laxative. Leave a trial bottle of the remedy with explanatory printed matter at each house. It's my observation that seven housewives out of every ten will see that that kind of a sample is given a trial. If the results are favorable-that is, if the medicine proves

people will sooner or later inquire for the remedy at a drug store. That's as direct and effective a way of producing a demand for a medicine as can be conceived.

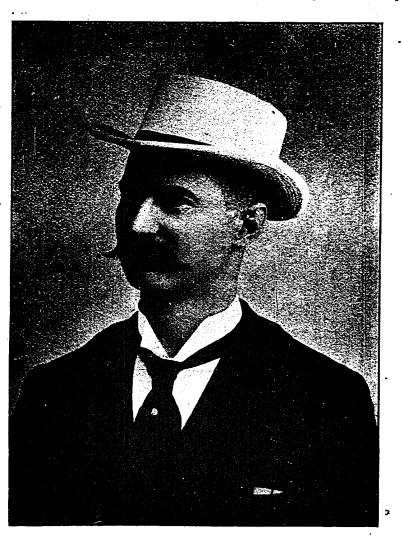
The plan of distributing samples from ouse to house has been tried many times with soaps and baking powders, and where the article was right and the distribution was honestly made, I believe the plan has

lets and samples in a great measure fail. One way is through utter carelessness as to the composition and printing of the booklets and circulars. It stands to reason that if an advertiser who is having his booklets shoved under the doors of dwelling houses doesn't want it kicked into the street, he must make it sufficiently attractive and striking to induce anyone

to house distribution of circulars and book- cal, and badly spelled, but that also showed a really ludicrous ignorance of the simplest physiological facts. Yet these utterly absurd advertisements, faithfully distributed, actually brought fair returns and their authors thrived. This being the case, it is no wonder that booklets and circulars advertising a really good remedy and that are attractively printed and illustrated and well worded should make medicine proprietors rich.

The other point where house to house distributors fail is in careless or dishonest distributing. Booklets and circulars that are dumped into the first open sewer naturally don't sell the goods advertised. It doesn't pay to employ irresponsible people to make a house to house distribution. In my own experience I have known an office boy to dump a firm's outgoing mail of three or four hundred letters a day into an open sewer rather than carry it six blocks to the Post Office. I have known of cases where this had gone on for weeks, and the firm concerned was utterly at a loss to understand what was the matter with its mails. If a regularly employed office boy out of laziness, pure and simple, will do a thing of this kind, what do you expect of any utterly irresponsible man or boy whom you may pick up, hit or miss, by correspondence, to make your distribution? It's simply pouring money into a rat-hole to entrust a house to house distribution of circulars and booklets to irresponsible people, without references or record or reputation to sustain.

My conclusion is that the house to house distribution of circulars, booklets and samples is one of the most effective methods that can be used by the general advertiser of many articles. In fact, in some cases I think that this style of advertising should even precede newspaper advertising. Whether a distribution of circulars should be made by mail or by a house to house canvas is a question for decision in each specific case. In either event the quality and attractiveness of the matter distributed will cut a great big figure in the determination of results.



P. F. SCHAEFER, of Chicago

always proved productive of results. Anyway, I notice that the firms who have made the greatest use of these plans are to-day prosperous and wealthy. At the same time, they are big newspaper advertisers, and these fac's do not in any way take from the value of newspaper adver-

There are two ways in which a great many advertisers who attempt the house

from the housemaid to the mistress of the house to pick it up, and have some curiosity as to its contents. This is the exact point where many house to house distributors fail. Their booklets or circulars are horrible examples of what printers can do. The language used is either stereotyped or absolutely incoherent. I have read proprietory medicine ads of this description that were not only ungrammati-

A correspondent writes us as follows: 'You must bear in mind that Stahlbrodt founded the association, that we owe the organization to him entirely." We do! but because a father begets and rears a child, does that give him the right to kill it just as it arrives at years of usefulness? Certainly not, you say. Yet that is exactly what Stahlbrodt is how doing to the

#### BILLBOARD ADVERTISING.

JOHN Q. A. CHAPMAN,

THE VETERAN CINCINNATI BILL POSTER.

DIED DEC. 23, 1895, AT 10:29 P. M.

THE MODERN POSTER.

observer to be unmindful of the art-madness-

he modern poster.

mong other signs of the times—as displayed in

Indeed so conspicuous is this new disease that

one can not help wondering what has been the

cause of it and what will be the outcome of it. if

art is becoming very democratic, or democracy artistic. But in spite of a natural first feeling

that this poster craze is a vulgarization of pic-

if the artist believe that art should be something

torial art, one can not but come to realize that,

more than a mere vague grace and nonessentia

indulgence of the few, and that it should be

everywhere and in all things, he should be anxi-

It is true that the idea of poster advertisemen

nations unworthy the consideration of the art

critic. It was such an utter debasement of art,

such a highly colored, obtrusive vulgarity and

at that there was a very tenacious prejudice is

the minds of both the artists and the public

against the union of art and advertisement

Even now, after it has been demonstrated that

some serious efforts of the most artistic kind

have been confined to the comparatively strait-

ened limits of advertising some particular com-modity, the mind of the public and the critic is

hopelessly, portions of our cities and country

But the work of a few men in Paris some years ago, men of unquestionable art reputation

to a place from which it has ever since advance

till at the present day some of the greatest artists

do not feel it derogatory to their dignity to apply

It is clear that the first object of an advertise-

ment is to advertise, but it is interesting to note

by what different means this result is obtained.

One sees in a certain class of posters the princi-ple of unconventional conventionality and dec-

orative originality, the root of the design being

vertised, but a decoration independently at-

not a pictoral representation of the com

their talent to designing posters.

ed by the traditional poster that defaced

ight the poster out of the mire and raised it

deliberate ugliness, that it is not to be wo

# BILL POSTERS DEPARTMENT

#### CALL.

#### International Bill Posting Ass'n.

The officers and members of the International Bill Posting Association are respectfully notified herewith that the regular semi-annual meeting of the Association will take place January 6th, 7th and 8th at the Hotel Emory, Cincinnati, O. A full attendance is desired

CLARENCE E. RUNEY, P. F. SCHAFFER

President.

Savannah, Ga., needs a bill poster.

Bill posters will do well to write to the W J. Morgan Co., of Cleveland, O., for samples of their commercial posters. This well-known firm will hereafter deal direct through bill posters instead of through solicitors as here-to-fore.

#### To Bill Posters and Distributors.

The firm of McArty & Kusel of Chicago, notice of which appeared in the December issue, have not settled as yet with the undersigned, nor its members and fraternity. Pl ase govern yourselves accordingly until same are paid. Yours truly.

INTERNATIONAL BILL POSTING ASS'N.

A co partnership has been entered into between Frank P. McLauthlin and Otto C. Floto, who heretofore have conducted the bill posting business separately. The new firm will control 40,000 feet of bill boards and their work will extend over the towns of Cripple Creek, Victor, Anaconda, Lawrence, Mound City, Gillette, Pueblo, Colorado Springs and Canon City, making this the most extensive bill posting concern in the state outside of Denver. The management of the company will be in the hands of Mr. Frank P. Mc-Lauthlin, who thoroughly understands his business, and promises the utmost satisfaction to patrons.-Cripple Creek Sunday Herald.

#### Personal Mention.

W. D. Husted, secretary of the fair at Mansfield, Pa., has started a bill posting and distributing service at that point.—C. T. Crippen succeeds Crippen & Slaughter at Athens, Ohio .--Lane & Hallam, have established a bill posting and distributing service at Auburn, Ind.—D. G. Burbank of North Adams, Mass., is contemplating going into the business at that point.— Star Bill Posting Co., of Columbus, Ga., are agents of the Donaldson Litho. Co.—J. F. Mc-Nav. city bill poster at Hot Springs, S. Dak., has hed a route covering the six Black Hill Counties.—The Oregon Sign Co., of Oregon City, Oregon, are bill posters at that point. They paint signs, builetins, walls and fences. They ost bills, conduct a house-to-house distributing rvice, and are ad-smiths of capability as their letter-head plainly shows.---Hawkin Bros. are

the city bill posters at Favetteville, N. C. They will join the International Bill Posting Associa-tion. —Ed. M. Hirchfeld has embarked in the business at Ventura. Cal.—John C. Latham owns the boards at Morton, Kas.

ost elected Senator etts, was alm though a Democrat. Mr. McKinley carried the city by 1300 majority -- John Claridge, the bill poster at Newport, Ark, believes in newspaper space and utilizes it liberally to advertise billboards and bulletin boards He also conducts a wall paper business which is freely advertised.

-P. F. Schaefer of Chicago, is contemplating

British Columbia, is also a member of the

a big deal --- A. A. Davis, the bill poster at Nan-

firm of Philip Gable & Co., cigar makers of the

same city.—L. W. Eaton of Auburn, N. Y., has his boards full and has been compelled to en-

large his holdings. He proposes shortly to establish country routes, erecting boards along

all pikes, roads, lanes and railroads leading into

Anburn. \_\_ J. Garlick of New Orleans, is agent

for the Donaldson Litho. Co., at that point.—

W. A. Poe Manager Healing Balm Co., Macon,

Ga., will shortly send out posters and distribut-

ing matter. Bill posters, especially in the south, should write him.—J. C. Campbell, of Wallace,

Idaho, is secretary of the Fire Department in

Edwin E. Lewis, the bill poster at Flora, Ills., is sending all his friends a check as a New Years

souvenir. Each one is drawn on the Bank of

and sixty-five happy days --- Frank Rhodes, o

Frederick, Md., is sending out a beautiful calen-

dar. It is a shape novelty, lithographed in

Father Time, and pays the bearer three hun

Jos. J. Flynn, city bill poster of Lawrence, ous to extend his domain, to give grace and beauty to the most commonplace things of every-day life, to even the prosaic paraphernalia of is a very old and a very natural one, but until within recent years, practically up to 1870, no nictorial posters appeared that were not abomi-

tractive in its artistic beauty and originality, at the same time in harmony with the spirit of the object. But even this harmony is sometimes lacking, the very incongruity of the combina-Uses and Abuses of this Latter-Day Art Madness. tions of picture and object advertised gaining the end of advertising—namely of attracting atten-It is impossible for even the most indifferent

One is often impressed, too, by the mixture of subtlety and puerility displayed in some designs. all serious or merely taking advantage of the freedom of his medium to give full sway to his most fantastic and audacious imagination.

In another class of posters one sees the esthetic qualities, the artist confining his design to the limits of his subject. Then again one sees that the main object of the artist has been to make his design as striking as possible, regardless of all preconceived canons of art, the results being often grotesque, forbidding, uncanny and inhu-man. But if these latter do not prove sympathetic or pleasing, they at least force notice and prove an excellent subject for the satirists

The really artistic poster asserts itself gently at irresistibly with enough originality and force to attract the public and enough elegance and taste not to repel it, and by its very art, subtle and skilful, however simple and harmonious, it stands out unmistakably from the masses of vio-lent, haphazard color and rank Philistinism. Of rse, it must lose somewhat by being crowded on the hoarding with the mass of other posters of inharmonious motives as well as colors; an unavoidable condition as inartistic as a picture exhibition! And the really artistic poster is made up of few colors or lines or mas astonishingly few-but arranged with a skillful nicety, a grace and dignity, and often much in-

So universal has the poster idea become that not only advertisements of all manner of wares are put before the public in attractive or striking form, but book and magazine covers, editions o ment and even daily papers all have, more or less, the "poster" stamp—compelling realism, studied naivete, unexpected grotesqueness and tortured originality, And this mania has produced materials at least for some very curious and some very beautiful and instructive collecof trade of no mean importance. It is interesting to note how, from the first efforts of novelty hunters to peel posters off the walls, the present large commerce in posters has developed. It grew to be dangerous and impracticable, really, to attempt to take them from the walls, also to along the quays in Paris who bought a few copies from the bill posters themselves, necessitated by the suits brought against them by artists and printers, to make arrangements directly with the proprietors of the posters themselves And so not only this new commerce grew up and became a profession (with the small side trade of ounting!) but there was a real bourse where posters were exchanged by eager collectors. And, even as in the case of valuable etchings and engravings, different stages ("states") of posters were collected, rough prints on common paper, finest prints on paper de luxe, their numbers marked on them to insure their rarity and the artist's signature. Especially are the posters of Jules Cheret, in Paris, eagerly collect-This prolific poster-artist has produced hun ireds of designs, and for several years has been familiar to all Paris through his great masses of joyous color, his persistent and contagious brightness and gaiety and the intense actuality of his He leaves naivete and simplicity and subtle arrangements and harmonies to other designers, and aims rather for strong contrasts, compelling colors and forcible lines. And in his ored vehemence Jules Cheret is victorous beyond most in his profession, and has so distributed his fancies over the hoardings of Paris that without them Paris would lose one of its brightest superficial characteristics and its color gaiety would be materially lessened. And Cheret is only one, though perhaps the foremost of dozens-one is safe in saying hundreds -of

poster artists. A. T. H. In Cincinnati Commercial Tribune

Through a strange coincidence the words Power, Pertinent, Persistent, Persuade, Pleasing, Potent, Publicity and Prominence all commence with the letter "P." So does the word Poster. poster.



MR. EDWIN E. LEWIS.

The above is a very good portrait of Mr. Edwin E. Lewis, the bill poster at Flora, Ill. He is also the proprietor of a goodsized printing office, and between the two he is kept pretty busy. He has a nice lot of boards which are generally kept full of live paper. Mr. Lewis is an enthusiastic member of the International Bill Post ing Association.

#### FRONTISPIECE.

We present on our front page this month, a portrait of P. F. Schaefer, of Chicago. Mr. Schaefer is president and general manager of the Chicago Bill Posting Co. and also a member of the firm of P. F. Schaefer & Co., expert analytical chemists. It is as founder and president of the International Bill Posting Assocation, that Mr. Schaefer has acheived his greatest fame. The splendid progress of this organization is almost entirely due to him alone. When first projected, this organization was styled the Illinois Bill Posters Protective Association, and was intended to embrace only bill posters in Illinois. Its growth was so rapid, however, that it soon became necessary to take in bill posters from adjoining states. and it became known as the Inter-State Bill Posters Association. Last summer its scope was still further extended, and the name again changed to the International Bill Posting Association This organization is a splendid monument to Mr. Schaefer's ability and staying powers It is an acheivement of which anyone may well be proud. As is also his record in the opposition fight with R. C. Campbell, justly termed the most agressive antagonist in the business.

Mr. Schaefer is of a genial, affable and open-hearted disposition, and numbers his friends by thousands.

The funeral of the late John Chapman took place Sunday. December 27th from the homestead, 4346 Eastern Ave., Cincinnati. The services were impressive and the cortege imposing.' Many floral tributes and offerings were received. The pall bearers were the sons and sons-inlaw of the deceased.

The Chicago Record the New York World, and the New York Journal, all got their circulation by judicious use of the billboards. Could there be a more potent testimonial to the efficacy of the

#### BILLBOARD ADVERTISING.

A one sheet on the stations of the elevated roads in Chicago costs the adver- writes us that, the only theatre in that tiser three cents a day, and pays him. hand omely at that. On the thoroughfares he gets ten times the circulation for three cents a week. Advertisers will do well to stick a pin in this paragraph.

For brief, pointed and terse announcements, use posters.

\_\_\_\_\_

For long-time, permanent displays, use mural signs and painted bulletins.

For extended argument and detailed description, use distributing matter.

For actual operation and practical demonstration, use exhibiting.

B. W. Suydam, of Brunswick, N. J., city burned to the ground December 21st. and with it, all his possessions, all he has left is his reputation and his boards.

Those members of the craft who are given to regarding Stahlbrodt as infallible are respectfully reminded that he is human, very, and therefore prone to err. He was wrong on his rigid price schedule, else all the rest of the craft are. He is wrong on his 'close' association also, as events will ultimately prove.

If your subscription has expired, kindly send your dollar at once.



ASA RICHARDS CASSIDY.

Mr. Bates has started a paper of his own under the characteristically modest title, "CHARLES AUSTIN BATES' CRITICISMS." It is made up almost wholly of Mr. Bates' criticisms of current advertising matter and methods, on the lines followed for two years in his "Department of Criti cism" in Printers' Ink. Mr. Bates' work no longer appears in Printers' Ink, so that those to whom his writings have become a necessity will hereafter have to subscribe for two papers instead of one.

The first number is out. The price is \$1 per year. If you send \$5 before Jan-31, you will receive the paper one year and also a copy of "Good Advertising." Send orders to Holmes Publishing Co.,

15 Beekman Street, New York.

That cheap and nasty little sheet published at Toronto and styled the Bill Poster, which masquerades as the official organ of the Canadian Bill Posters Association, but which in reality is only the house organ of the Acton Burrow Co., impertinently resents some sound and wholesome advice we recently extended. If its editor will kindly refrain from appropriating our paragraphs, editorials and articles without credit, we will endeavor to ignore him in the future.

Don't be afraid to use your own boards to advertise your business. Always keep a supply of posters on hand, and put them out frequently.

#### ASA RICHARDS CASSIDY.

The cut on this page is a very striking portrait of this famous artist. His work has been seen in every city in America. While he does not confine himself to any particular line, his circus posters are generally conceded to be the best in the world.

Mr. Cassidy has been connected with The Courier Litho. Co., The Springer Litho. Co., The Miner Litho. Co., and The Donaldson Litho. Co. He is at present working for the trade, having a studio in the Bodmann Building, Cincinnati.

Mr. Cassidy is an enthusiastic member of the Cincinnati Bowling Club, and is now the champion of the city.

A paragraph describing a bill posting machine recently went the rounds of the Associated Press. It was described as a recent invention which posted hills automatically at any height up to fifty feet. As it was said to be in use on the continent we cabled for further details and information but they were not forthcoming. We may be able to present them in our February issue, but the chances are that the machine is a myth.

Constant advertising brings success.

We wish all our readers a happy and prosperous new year.

In our next issue we will commence a series of articles on "Correspondence," which will be of special interest to bill posters and distributors.

Advertising Experience for December was a splendid number. It contained a lengthy interview with Mr. R. C. Campbell on "Outdoor Publicity.

Advertising, published in Cincinnati, made the following truthful statement:

The road to advertising success is over prostrate forms of thousands who have spent millions in small sums in vain. The victims of "one insertion" must be by far the largest number. Unfortunately they think they have been advertisers and blame advertising as a failure. They tell their experience and dissuade others from trying to advertise. The success of the successful is the best proof that advertising of the right sort does pay.

BILLBOARD ADVERTISING for December is one of the best numbers of that paper that has yet appeared. No advertiser who does any outdoor advertising can afford to dispense with this excellent publication. It is published at Cincinnati and costs ten cents a number, one dollar a year.

If a man can do business he should let it be known.—Franklin.

Advertising is like the flying express. You may be sitting still, but your ad is carrying you on to prosperity's goal with lightning-like rap-idity.—National Provisioner.

ne people say that advertising is all a matter of luck; that you cannot tell what advertising is going to do, or whether or not it is going to pay. This may be true, but it is very strange that the man who gives careful thought to his advertising and does it in an intelligent and straightforward way usually has the luck on hi side. - Art in Advertising.

Post and Prosper.

Hinton, W. Va.

twelve printings.

## Billboard Advertising

PUBLISHED MONTHLY AT 127 East Highth Street, Cincinnati, O., U.S.A.

BILLBOARD ADVERTISING CO., JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:

sements will be published at the uniform rate of twenty-five cents per agate line, except in the classified columns, where special

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Breland's, 17 Avenue del Opera. The Trade supplied by all News Companies Remitlance should be made by cheoue, post-office or express money order, or registered tetter.

rates prevail. Our terms are cash.

express money order, or registered tetter.

The Edilor cannot undertake to return unsolicited

When it is necessary to wire us the instruction and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher.

Entered as Second-Class Matter, at the Cincinnati, Ohio, I wil Office, June 29th, 1895.

#### **IANUARY 1, 1897.**

AFTER mature and careful deliberation the editor of the Bill Poster has formally endorsed the 'oren' association. The leading article of the December issue advocates an association formulated and based upon this idea. As in his wont Mr. Campbell is decisive and emphatic in his assertions and claims. He admits the strength and merit of the plan and waxes enthusiastic over its possibilities. His change of heart means much. His, is no luke-warm, half-hearted support. Impetuous, determined and aggressive, he goes at those who oppose his opinions like a battering ram, compelling the belief and acquiesence of others by the very force and strength of his own convictions. The new movement acquires an able and a valiant champion in the ex president of the A. B. P. A., one that it is was badly in need of.

The liberal and conservative elements of the organization have long since been won over. All that reason, logic and argument can accomplish has been done. But the prejudiced, the blindly obstinate and the ignorant remain, and though foeman unworthy of his steel, he will find that they are not to be lightly treated. Here's more strength to him.

THE association outlined by Mr. Camp bell, though complicated is both ingenious and practical. Careful consideration enables us to state that the scheme of guarantees and forfeits, which he proposes, would go far toward settling vexing questions and adjusting difficulties that have long engaged the attention of the officers and members of the A. B. P. A. First of all, it would metamorphose opposition into competition, and obliterate all the long line of evils now attendant upon the former. Secondly, it would promote good

#### BILLBOARD ADVERTISING.

craftsmen and thus lead to a more intimate and friendly interchange of ideas and information. Thirdly, it would give advertisers a service that was guaranteed by a real tangible cash guarantee, and lastly, it would provide an incentive for bill posters to live up to their engagements, both to advertisers and to one another. Lapses would be rewarded with stiff fines impartially levied by a board of arbitration, and persistent offenders would be expelled. Expulsion would mean ostracism, and ostracism would mean ruin speedy sure and certain mercantile death.

NOTHING quite so radical has ever been contemplated by the most devoted adherents of the open association, but, it is like the worthy editor of the Bill Poster to out-Herod Herod. Oddly enough, too, Mr. P. F. Schaefer, projector and founder of the International Bill Posting Association, the only 'open' organization in America at present, is Mr. Campbell's opposition. With two such bitter and invete ate apponents, both endorsing and both struggling to bring about the same result, it will be queer if opposition firms in other cities, cannot see the wisdom of the scheme. It will take time though. The situation is new, totally unexpected by parties to both factions, and is consequently more or less surprising. This feeling will wear away in time, and then Mr. Schaefer and Mr. Campbell, if they are both sincere in their protestations, will be afforded an opportunity to prove it. They are the leaders of the leading associations. They can if they will unite them. This accomplished, the California Association and the New York City organization, could be brought in without trouble. The thing would then be done, and what a blessing it would be.

To have an end to bickering, abuse and unseemly strife. To have done with feuds and fights of long standing, to see the end of turmoil and unmercantile contention, of covering, of location wrangles, of high bidding in rentals, and all the rest of the folly that to-day characterizes opposition

Is it not worth trying to attain? Is it not worth making some slight sacrifice in the matter of personal pride for? By all

IF Mr. Campbell's plan appears too radical, then a medium course between it and Mr. Schaefer's idea could be adopted. The principal thing to do now is to get together and make a start.

Fortunately the semi-annual meeting of the International Bill Posting Association is close at hand. This organization being the younger, it is meet and proper that overtures, if any, should emanate feeling and good fellowship among fellow from it. Mr. Schaefer is its president.

This most important meeting takes place simultaneously with the annual convention of the Protective League of American Showmen, at the Hotel Emery, January 5, 6, 7 and S.

IT will be largely attended. Not only will members of the International Bill Posting Association be there in force, but many members of the A. B. P. A. who are also members of the P. L. A. S., will also

Much material progress can be made

toward amalgamation if the proper spirit is manifested. Mr. Campbell and Mr. Bryan will undoubtedly be present. Mr. Schaefer has already signified his intention of going. There is really not much more needed when you come to think of it. Just a little self-restraint, a little diplomacy, a little common sense, and there you are. Let there be no slip, easy and careful does it. What, oh, what will the outcome be? If they get together BILLBOARD will apprise its readers of the fact with details in an extra, the day it

#### Charleying not Confined to Bill Posters.

BY SAM W. HOKE.

There has been so much said about the bill poster with the Charleybox (and I have done some of the saving) that I want to make a few remarks about the other individual that uses the Charlevbox, to the detriment of bill posting generally.

Some months ago the firm of Samuel Josephs & Co., cigar manufacturers, of New York, sent for me to paint some signs on their new factory building; since then I have had several in erviews with them on the subject of painted and posted ads. and Mr. Joseph Josephs told me of one of their experiences with bill posting some years ago.

There is a custom among cigar manufacturers of offering various inducements to jobbers to get them to handle the goods. and one of these inducements sometimes is advertising. Mr. Josephs was worrying with a man he wanted to sell to in a town in Georgia, and finally he agreed to do \$50 worth of advertising if he would put in a case of the cigars. "I will post for you 1,000 posters; the posters itself costs me \$20, and the bill poster will charge \$30 for putting them out, making \$50 altogether."

"All right," said the jobber, "but you let me attend to the posting; I know the bill poster, and I can get a better deal out of him than you can; and I can probably get better locations than you can get from him. Just send on the posters with the goods and I will have them posted and send you the bill, or deduct the amount out of my settlement with you."

So the goods were shipped and the posters went with them, and some 30 days later the jobber wrote that the goods were not going well, at all, "and won't you do a little more posting? Another thousand sheets will fix things all right, and put your cigar on its feet in this town."

Another thousand were sent, after considerable figuring on how they were to come out even on expending all this money in such a small town; then came time for remittances from the jobber, but all letters to him on that subject failed to elicit any response.

After patience ceased to be a virtue Mr. Josephs took the train one night for Georgia, determined to get that money or close that store. As chance would have it, the town was reached about six o'clock in the morning, and after eating a few bites at the station he started to the store. only to find it not yet open. He then strolled around towards the bill posters, and got there just as he was opening.

"My first inquiries with the bill poster were as to the date that he placed the El Globo paper, and he replied that he had never seen any El Globo paper. 'Oh yes, you have; 2,000 sheets altogether; it was given you by Blank & Co '"

'What! Them dam sheeneys! I never done a thing for them, neither for El Globo nor anything else." (Sheeneys is the word Mr. Josephs used in repeating the conversation, and he said it filled the bill very nicely.)

After satisfying himself thoroughly that the paper never had been posted, Mr. Josephs went around to the jobber's and asked for a settlement. After a good deal of circumlocution the jobber made out some offsetting claims, including \$60 for bill posting. "Who posted these posters?" asked Mr. Josephs. "Why, Mr. Paste, the bill poster, of course," was the reply. Show me the bill for the work, show me your vouchers," said Josephs, and followed him around to keep him from getting out of sight long enough to go or send to the bill poster. Then he opened up on him and told him that he had not only cheated the bill poster out of that amount of work, but had attempted to cheat Samuel Iosephs & Co., out of the cost of the posting and had cheated them out of the paper. "Now, gentlemen, I want the cash for the full amount of this bill, and I want it at once, or the Sheriff gets your establishment." After a good deal of hemming and hawing he succeeded in get ting a settlement. "Now, Ill give you \$20 for those 2,000 posters," said he as a parting insult to the jobber: "and darned if they didn't trat them out and accept my offer, in spite of their previous affidavits that they had all been posted."

This true story is not told with the desire of creating a sentiment against bill board advertising, in the minds of those who had contemplated using this medium.

But when the manufacturer tells me that he did bill posting in a certain town and that it didn't pay-that he knows the posting was done because the jobber did it and the jobber was there to see that it was done and done right—then I shall ask him if he has the word of other reputable citizens that the posting really was done.

Mr. Josephs says frankly that if this hadn't occurred as it did that he would have believed bill posting to be absolutely valueless, for before seeing the bill poster he hadn't any doubts that the paper went

The fundamental principle of the 'close' association is fight, that of the 'open' association is argument.



chias, Me., and David Miller of Mount Vernon, Ind., (both distributors) are not reliable. This is a case of the pot calling the kettle black.

"Up-to Pate," a bright little monthly published by Will A. Molton, 143 W. Clair St., Cleveland, O., is devoted exclusively to distributing. For this reason if no other it merits the support of distributors everywhere.

#### Right! You are, Mr. Molton.

We have had many distributors write us that they have written Dr. Kilmer & Co. of Binghamton, N. Y., soliciting their distributing. In a short time they got a letter from the United Manufacturers and Publishing Co. of Cohoes, N. Y., saying that they have charge of all of Dr. Kilmer's advertising, and that the distributor must send two dollars and join their association in order to get Dr. Kilmer's work. In regard to this we will say that nearly a year ago Dr Kilmer's advertising man wrote us for a list of our members, stating they desire to employ them in distributing their advertising matter. We sent them lists, and some time after we found they had employed only a few of our members in the smaller towns. In the meantime, we had notified all our members to write to them, and we found they turned all letters over to the Cohoes concern, which then endeavored to induce our members to join their association. Thus it seems that they are p'aying in each other's hands, and we advise all members to pay no attention to either concern. There is no profit in buying work. -"Up to Date." Cleveland. O.

#### TIPS.

The Viaduct Novelty Co., Algiers, La A. Elkington, 64 Paul St., Buffalo, N. Y. Anderson Medicine Co., 1515 Arch St., Phila-Sen Sen Co., Rochester, N. Y.

Peruna Medicine Co., Columbus, O. Excelsior Chemical Co., Lock Box 608, Roches-

Warners Safe Cure Co., Rochester, N. Y. P. C Thompson & Co., Philadelphia, Pa.

#### Personal Mention.

W. H. Case, of Fort Wayne, thinks the Christ W. H. Steinbrenner is working five men conand his fake National Association has gotten into trouble with the post office authoriti Geo. E. Fisher of Omaha, Neb., has dropped out of the International Association of Distributo and there are three applicants trying to get his place .- lames L. Hill of Nashville, has an i telesting article in another column -J. R. troyer of Rochester, N. Y. has encountered connice more begun to brighten up --- Where, Oh

promises that hereafter the paper will be or ime.—Dr. Matchette's Tobacco Cure Co., 3963 Cottage Grove Ave . Chicago, will distribute e ively in the near future -I. A. Clough is convalescent after a severe illness. He no oloys sixteen men.— J. H. Owen & Co., of De roit, Mich, are enthusiastic members of the L A. of D. They have recently secured the busi ness of three important house for the association. C. H. Young of New Orleans, has started a paper. He calls it "The American Clubman." Co., of Jackson, Ga., have recently joined the I. A. of D.—Geo. W. Vansyckle of Indianapolis, Ind., was a BILLBOARD caller December 6. Mr. Vansyckle reports business good and says his f patrons is growing steadily. --- The Oregon Sign Co., of Oregon City, Oregon, are also city bill posters and distributors in that city.— Hawkins Bros. have established a reliable distributing service at Fayetteville, N. C .- John C. Latham is located at Morton, Kas., he is a member of the I. A. of D.

Frank Wnorowski conducts the Salem Advertising Agency at Salem. Ills. He distributes and He also conducts an agency at Patoka. Ills., which is under the management of E. L. Vail .-- H. N. Holshouser, Covington, Tenn., distributes at that point and also covers adjacent territory.—John B. Ledou of Aspen, Colo., has bed.—John H. Jones of Baltimore, has an attractive advertisement in another column ----Read J. H. Havnes' letter in another column John T. Parker of Frostburg, Md, ought to join the I A. of D .-- W. L. Deison of Clarksburg W. Va., has subscribed -- Jas. Donaldson, Ithaca, Mich., has an advertisement in another column -R Nolan, Alpena, Mich., will soon join the that he lives in Palmyra. New York and not New dvertising Association, room 708 Fidelity Building Baltimore, Md., congratulate us another column. --- The West Michigan Distributing Agency of Allegan, Mich., has dis ed business. - Geo. R. Whited, of Santo Monica, Cal., has removed to 846 East Sixth Street, Los Angeles, Cal.

#### **JOLLIES.**

Just received Christmas number and say - she's a dandy. Count us with you HUSTLE ADV. Co., Fort Wayne, Ind.

Your Xmas number is great. CLARENCE E. RUNEY. Waukegan, Ill.

Allow us to compliment you on your magnificent Christmas number. It's a THE AD-AGE, Boston.

Your Xmas number is superb. P. F. SCHAEFER, Chicago.

I wonder how you did it-made so good

an Xmas number, I mean. It knocks all other attempts silly. SAM. W. HOKE, New York.

#### AND STORE OF THE PROPERTY OF THE PARTY OF TH Poster Printers CERTAIN TO STREET STATES

Billboard is as much a single word as is railroad and it high time that bill posters spelled it as such.

The Great Western Show Printing Co., of St. Louis, get a portion of the Ringling work the coming season.

Chas B. Hood & Co., of Chicago, have removed from the Schiller Building to the Deming Hotel Building.

The proposed amalgamation of those show printing houses who make a specialty of circus work is not making much Valentine & Francis, of San Francisco,

were partially burned-out last month: fully insured. They are now running full force. The W. J. Morgan Co., of Cleveland, O.,

have issued a circular letter announcing the fact that hereafter they wish to deal direct with the bill posters of the country.

An examination of one of the threesheets used by the Sterling Remedy Co., leaves one in doubt as to whether it is intended to advertise No-to-bac or the Dando Print Co. An imprint is a good thing, but glaring offences like this one will lead to their abolition which will not be a good

The poster printers of America do a great deal of hustling and create many a poster user annually. They do not ask bill posters for commissions either. It was a graceful and happy move on the part of the Internatio al Bill Posting Association when they made them illegible for membership.

The Great American Engraving and Printing Co., areat work running through their press an edition of 100,000 mammoth posters for Duke's Mixture (Tobacco) in four colors, which means 400,000 impressions, 200 reams of 60 pound paper and 1500 pounds of costly colored inks. This shows that poster advertising is still popular and is the second order done by this company for Duke's Mixture.

The annual scramble for circus orders is about over. The prices quoted in many instances were the lowest ever heard of. Despite this fact the bulk of the business went to the established houses at about the same figures that obtained last year. Most of the circus people were disposed to think that real economy consisted in paying a fair price for good paper rather than a low price for an indifferent article.

#### Assignment of Lithographers.

Theodore A. Liebler, Jr., and John A. I. Maass, who compose the firm of Liebler & Maass, lithographers and printers at No. 224 Centre Street, New York, assigned for the benefit of creditors to William S. Lewis. Liabilities, \$30,000; assets, She's a corker. "Hote," New York. \$40,000. The attorneys for the firm

attributed the failure to dull trade, slow collections, and inability to obtain further bank accomodations

The following judgements were filed: Burns, Charles S.—Joseph Saunders, \$495 47.
Bagot, Peter and William J.—Thomas C. Wat-

l ins, \$1.449.26. Aaronson, Rudolph; Miles M. O'Brien and others

receivers, \$3,706.30.

Dahlman, Abraham—John F. Brigg. \$1,555.59. Kohlhepp, John H —James W. Packer, Jr. \$515 09 Levi, Hannah—John S. Cram, trustee. \$1.466.83. Steinfeld, David-Thomas Crair, \$845.62 Steinfeld, David-Walter G. Schuyler, \$901 04. lomon, William—The State Bank, \$906 68. Stoepe, Mary—Martin Raemussan, \$771.42. hn—Henry S. Rokenbaugh, \$513.92 Warns, Max-Bohlke Rosenbohm, \$951.80.

#### CONVERTED.

A most unexpected an pleasant surprise

R. C. Campbell, Editor of the Official Organ, advocates an 'open' Association.

is encountered in the December issue of the Bill Poster. The leading article entitled "A Peep into the Future" is a tacit acknowledgement on the part of the editor that the 'open' association for which BILL-BOARD has been contending these many months, affords the best if not the only solution to the difficulties with which the A. B. P. A. is at present battling. After outlining the plans and make-up of an ideal association, whose basis shall be the sixty cities of the first class in America. Mr. Campbell says: "Membership in this protective association need not necessarily be confined to the sixty cities. Any bill poster from any city, no matter how small the population, can qualify by showing that he has a good plant, that he is in a position to do good work and prepared to put up his membership fee. And no bill poster from any large city no matter where he may be located, can qualify unless he can show that he has a suitable plant for doing business. Let this be an organization compelling its members to do what is right, in no way countenancing wrong doing and offering cash indemnity to an advertiser who has been found by the arbitration committee to have been wronged."

These are his words and there is no mistaking his meaning. He is always clear and forcible

Impulsive and hasty he often is, and sometimes, too, intollerant but he is never ambiguous. There is no equivocation, no beating about the bush with him. He meets the issue fairly and squarely and endorses the 'open association.

The article is deeply significant, in fact is more than that, for it means that either there will be another and a deeper schism in the ranks of the A. B. P. A. or that the 'open' association movement will achieve a final and a notable victory.

This last may be deferred but it is bound to come sooner or later. In the meantime, the cause has been greatly strengthened by the acquisition of "Fighting Bob," a more determined champion, a better stayer, cannot be found in all the craft. Hurrah for the 'open' association, for justice, decency and clean business

The truly wise man wants to lear Only the ignoramus is content with wha



During the first week in February the Presidents, Secretaries and Treasurers of all the different County Fairs in Wisconsin will meet in annual session at Madison, the state capitol.

The meeting will be held in the rooms of the Wisconsin State Agricultural Societv. At the meeting steps will be taken for a more perfect and active organization. Papers will be read on different mutters pertaining to the science of fair management, discussion following will be taken down by a stenographer and a full printed report of the meeting issued.

The next issue of this paper will contain some of the more interesting articles. The Wisconsin Association deserves imitation. Every state in the union ought

to have an association of fair managers.

At a recent meeting of the Eastern and Western Fair Managers Association, held in Chicago, a new constitution was adopted changing the name of the association so as to read "The American Association of Fairs and Expositions."

T. J. Fleming, of Madison, Wis., Secretary of the Wisconsin State Fair, was reelected secretary of this association for

The next meeting will be held in Milwaukee some time in December, 1897.

Dates for State Fairs and Expositions for 1867 were recommended as follows. New York, August 23 28: Ohio, August 20 to September 4: Michigan and Minnesota. September 6-11: Indiana and Iowa. Sentember 13 18; Wisconsin and Nebraska, September 20-25; Illinois, September 27 to October 2; St. Louis, October 4-9; South Dakota, October 11-16.

The above dates will probably be adopted by the different state societies and exposition boards.

The holding of State Fairs in a circuit is considered by many as a matter which needs to be righted and although somewhat premature at this time the idea of holding State Fairs all on the same date will eventually supercede the present plan.

Why are State Fairs held in a circuit? Who recommends that the dates of State Fairs be so arranged as to have the different State Fairs follow one another in point of time? Whom does such a policy primarily benefit? What injury does such a policy work?

State Fair managers arrange their dates in a circuit partly to please themselves and insure to their respective fairs each a fine show of live stock and partly out of courtesy to the National Association of Exhibitors of Live Stock.

With this arrangement of dates an exhibitor can take in five or six of the big state fairs. This arrangement of dates

insures to every state fair in the circuit a large show of live stock and a very good

a representative show. The show of live stock at our different state fairs is practically identical. The same animals competing in the show rings of the different state fairs from week to

show as to quality. There is this draw-

back and condemnation for the plan how-

ever, that no state fair in the circuit has

The show of live stock a' our great state fairs is virtually a traveling hippodrome, and the ordinary stock raiser has no more chance of winning a prize on one of his animals in the show ring against these pampered and often barren pets than as

A large per cent of the premium money in the live stock departments of our state fairs goes year after year to the same breeders. It is this which is killing competition in the classes, building up a class of professional exhibitors who purchase the prize winning animals from abroad and tour the circuit with them, winning the money, advertising themselves and

though he showed a rabbit.

selling their superfluous stock. Of course the argument that in encouraging this circus hippodrome, live stock exhibit to come to a state fair from abroad. an opportunity is given to home breeders to see the best, 's a plausible one. But its sophistry is wearying and the home breeders are beginning to realize that what they want is not the opportunity of seeing the best and the same herds year after year, but the chance of competing for prizes and winning money with which to buy

It is dead easy for a breeder to find scmeone who has the best to sell, their ads are in sight everywhere, everyone knows now who has the best stock in all the different breeds, but it is not so easy for the farmers and small breeders to get hold of the long green that it takes to buy these same improved stud colts, bull calves, ram lambs and boar pigs.

better animals.

Encouragement by proxy in the show ring has about had its day.

Several reforms are needed in the show

1st. Hold all state fairs on the same date, make the competition of each state fair co-extensive with the state line. This will give the home breeders a show and will insure a representative exhibit even though it be not quite so good in quality.

Some home breeders are already proessionals and here comes another difficulty and for the remedy let there be established graduate classes. After a breeder has won first prize, for instance, on a Jersey Bull, two years and over for two or three years in succession, put him on the graduate list or furlough him for two

or three years from exhibiting a bull of The Protective League of American that age and give some other fellow a chance:

2nd. Let an exhibitor enter but one animal of an age. The present system of allowing an exhibitor to enter three animals of each age tends to keep other exhibitors away, for they often correctly surmise that they have no chance of winning even a second or third prize. Other remedies may, perhaps, be suggested that would prove more practical, but there is a crying need for reform in the live stock depa tments of our large state fairs. The truth is undeniable that while the state fair is for the building up of the live stock industry of its own state the exhibit of stock is not representative, too much of it comes from other states, not a big enough proportion of the exhibit comes from its own state, the state in which it is held.

Fairs are too ambitious. The county fair wants to be a state fair. The state fair wants to be looked upon as a world's exposition.

Like Alfred Vargrave they "achieve so little because of the much they conceive." and with Macbeth they are troubled with "vaulting ambition which o'er leaps it-

County Fairs with competition confined to county lines.

State Fairs with competition confined to state lines.

In getting up their premium lists for 1897, fair managers are urgently requested to adopt the terminology recommended by the American Association of Fairs and Expositions.

A premium list that is a good model can be obtained by addressing the manager of fair department of BILLBOARD ADVER-TISING.

Below are a couple of samples: DEPARTMENT B.-CATTLE. CLASS 13. SHORT HORN.

Individuals.

•	mener carr ander i Jear	Э		3	2
EP.	ARTMENT L.—ART AND TEXTS CLASS 149	LE	FA	BRIC	es.
ize	OIL PAINTÍNGS.				
٥.		:	st	20	)
9	Original landscape	¢10	00	\$5	00
0	Placque	10	య	- 5	w
I	Placque Portrait Animal Still life	10	00	Š	00
2	Animal	10	00	- 5	00
3	Still life	10	00	. š	00
	Warine	**	~~		00
5	Fruit pieceFlower piece	- 5	00	3	00
5	Flower piece	5	00	3	00
7	Figure piece	5	00	3	00
8	Collection of not less than 20	_		-	
	oil paintings	30	00	15	00

From this it will be noticed that the different departments are lettered. All of the classes are numbered, commencing with number one and running up, through the list. Each article or animal on which a premium is offered is given a prize num. ber, commencing with number one and running up through the list.

The use of a prize number will be found to greatly facilitate the taking of entries.

· For well nigh seven years a 'close' association has tried to crush out opposition. It has not succeeded in a single instance but it has given rise to additional opposition and there is more in existence today than ever. Its about time that Stahlbrodt was suppressed and the 'open' association given a trial.

## Showmen.

The fourth annual convention of this organization takes place at the Hotel Emory, Cincinnati, beginning January st'i, 1897. Many members of the A. R. P. A. are also members of the League, and will attend in force.

#### MESSRS. T. F. CHAFEE & SON.



Here's a good pair to draw to--two hustlers from Shelbyville, Ind. Mr. T. F. Chaffee has a reputation at home of which he may well be proud. He takes great pride in his calling, watches every detail, and leaves nothing to be desired in the way of good boards, choice locations, and artistic work.

Messrs. Chaffee also do distributing and sign tacking, and do it well. They are members of the International Bill Posting

Mr. Chaffee is particularly fortunate in possessing a bright son to assist him in his



The Acton Burrows house organ has made application to the International Bill Posting Association to represent them officially in Canada,

The Bill Poster of London, England, will shortly introduce important changes in its make-up and appearance. Improvements of this nature are certainly possible, but it is difficult to imagine how it could be improved editorially. No exchange that comes to our desk is ever one-half as welcome.

#### The Futility of Imitation.

CONDUCTED BY W. R. BURNITT.

TO SAND S

"The Banner Painter" and "The Possi

bilities of Aluminum in Sign Painting"

are two articles in the December number

of the Painter's Magazine, that are well

worth perusal by sign painters. 15 cents

a copy, \$1.50 per year. William O. Allison,

To Soften Zinc White.

be softened so that it can again be used

for oil-paint coats, by annealing in a clos-

ed iron receptacle. This is the only

known process, but the zine white will

To remove oil spots from milk glass

panes and lamp globes, knead burnt mag-

nesia with tenzine to a plastic mass, which

must be kept in a tight-closing bottle. A

little of this substance rubbed on the spot

with a linen rag will make it disappear.

"A Painter" wites: What makes silver

leaf tarnish, and what can be used in its

stead having corresponding color effects?

Also, can outside paint be safely reduced

with turpentine during the cold months?

do not suffer from tarnishing of the leaf.

This disposition to tarnish upon outside

or inside work, and when well protected

with vari ish, is a prominent and offensive

characteristic of silver leaf, and quite fully

explains why aluminum leaf has so large-

ly, if not completely, replaced it. Sul-

phur gases in the atmosphere will discolor

the leaf, it turning first vellowish brown

and then blackish brown. Its over-shad-

owing tendency is to turn brown. Alum-

inum has been for some time extensively

used by the writer. The aluminum can

be handled as easily as the silver, has all

the lustre and color effects of silver, and

wears and retains its color very satisfac-

torily indeed. Oil paint for outside sur-

faces thickens up and works "stiff" di-r-

ing cold weather invariably, and it may

be cut with turpentine without damage to

its virtues, provided the paint is first

mixed with the same proportion of oil

that is used in warm weather, when it

works nicely, and then adding sufficient

"turps" to reduce it to a free working con-

sistency. In this way one gets the full

measure of oil, and consequently, the full

measure of durability.—The Painter's

Personal Mention.

J. H. Howard is manager of the Oregon Sign Cu., Oregon City, Oregon, and he uses a letter head that is in every sense a "corker." We would like to see more stationery like his in use among members of the craft.——John C. Latham, Morton, Kans., conducts a painted bulletin service in that city.

Magazine.

There are few users of silver leaf who

Zinc white which has become hard may

S4 William St., New York,

not remain entirely white.

There is a new malt extract upon the market which has been christened by its makers O-H, and which is now being advertised extensively by means of lavish posters. The advertisements of it are not hard to see as our attention is at once attracted by the similarity existing between its name and that of a famous oat meal, and to be candid this similarity in names is all to cause one to give the announcements a moment's notice. Upon first seeing the displays one is confused; his head begins to swim and he is about to get dizzv. He turns his head from one side to the other in hopeless endeavor to ward off the impending spell and to try to transpose the letters when at last he comes to realization of the theft. He is now irresistibly seized with indignation at the implied insult and is wrought up to the

pitch of battle. How suave are the tones of this imposter! He attempts to envelope us in the haziness of counterfeit, that the task of enriching himself may be made less difficult. I can see through the mist the fiendish-like grimaces and hear the chuckle of this would-be deceiver as he stretches out his hand to tickle me under the chin, and to coo me into insensibility by his sweet scented adulations, but they turn to bitter-sweet upon my tongue and gag me before I have had time to swallow them. How marvelous are the provisions of Nature!

Could the man who thought of this idea have understood human nature at all? Is it possible that Otto Huber himself does not realize the futility of trying to ride into popularity upon the success of some one else? Imitation is surely the sincerest flattery, but the act presupposes littleness and a poverty of creative ability in the flatterer. It takes merit to stand alone and only merit can stand alone. It needs no props. It does not copy.

But what are we to think of the product of the firm which is so devoid of originality and has so little sense of propriety? Would it have us believe that the imitation and cheat ended in the advertising department? Although are we not instinct tively lead to believe that this is not the case, but that the deception extends beyond the business confines into the brewing department? We can only judge one act by another and if we hold this opinion we have accepted it not at our will but through the compulsory solicitation of the manufacturers themselves.

The initator can never rise above the originator - consequently O-H can never gain the popularity of H-O.

vice in that city.

I. W. Raton of Auburn, N. Y., is a bill poster who also writes signs So also is John Claridge of Newport, Ark.—C S Houghtaling ("Hote" the sign king) is contemplating an entirely new departure. He will launch it about February 1st.

line of business which is now gracing the fences. The one article speaks of its superiority through its advertising superiority; the other of its inferiority through its imitation of another's advertising meth ods.

This is certainly the impression that the signs of O-H have conveyed to me, and, if there is any truth in the theory that human nature is identical the world over, then it would seem worth the while of the O-H people to replace immediately their displays by something differentsomething strikingly original - something entirely their own. An impression is hard to eradicate when once imbedded in the public mind, therefore the effect may become lasting if action is delayed too

C. B. WINSBOROUGH.

Ad signs- good name for painted bulle-

#### Williamsport, Pa. Notes.

George H. Bubb, the city bill poster and dis-tributor at Williamsport, Pa., has been kept busy the past month, besides handling all the paper for the Opera House. He done work fo following firms: placing frames for the Pabst Chemical Co. in this city, South Williamsport and Newberry; tacking 500 signs for the Daily Times of this city; posting 700 one-sheets for local people; posting and tacking for the Hunter Medical Co., of New York; posting second billing for Muscatine Oat Meal Co.; posting one-sheet and half-sheet snipes for Sun\_ day Grit; posting stands and three-sheets for the New York Journal; posting second billing for Beefsteak Catsup; posting three and nine sheets for J. C. Duncan, our leading 5 and 10c. store, printing from the press of the Donaldson Litho. Co.; posting and distributing for Prof. Day, at Y. M. C. A.; distributing for Owen's 5 and ioc. store; posting three and one-sheets for the Sterling Remedy Co.; posting one-sheets for Bush, Bull & Co., our leading dry goods se; distributing christmas couriers for the Chamberlain Remedy Co.: posting three-sheet for Banjo Club, at Y. M. C. A.; distributing 7,000 books for J H. Schenck & Son, of Philadeli posting 300 one-sheets for the New York Weekly

Mr. Bubb is also manager of the bill posting plant at Mansfield. Pa. Contracts can now nade for any class of work for all of Leycoming and Tioga counties, with Bubb, at Wil

#### LETTERS TO THE EDITOR.

Batavia, Ohio. Dec. 27th, 1896. Editor BILLBOARD ADVERTISING

Dear Sir:—Having received two beautiful numbers of BILLBOARD ADVERTISING, Thanksgiving and Christmas, I deem it a duty to offer you my "most hearty thanks."

Although I am not a member of the "Interna-

tional Bill Posting Association," I surely appre ciate the kindness shown me; and my only regret is that bill posting and distributing is not sk enough,-in fact hardly any, to allow me the pleasure of being a member of so worthy a ciation, and a member of the I. A. O. D. The fact is, it seems, that "our town" is "not in it," with the exception of J. C. Ayres, J. H. McLain, and a few others who remember me.

I have lots of good space and can post all the paper, from one-sheets to thirty-six-sheet stands, furnished me, if it takes new boards to do it 'Am able to bill all the southern part of "Old Clermont," a canvas of sixteen towns and villages, including New Richmond, with 3,000 inhabitants, and the rest ranging from 200 to

I think if the wide list of advertisers would read Mr. Hoke's article, headed: "Don't Neglect the Villages," and abide by it, they would not only prosper by it, but we "country bill posters" ld also. Then, if they should "remember us, it would be but a few days until my applicawould be on its way to the I. B. P. A, and not a happier man in town than I.

Wishing you a Bright and Prosperous New Year, I remain Very truly yours,

Modern Advertising (?)

I'm going to risk being called a chronic kicker, buncoed, are enough to make any one disgusted with that method, and to have the advertisers drop it, thereby taking work from the honest persons, who have to suffer punishment for one guilty one. Some druggists, and you'll find one or two in every town, persuades or rather buncoes the traveling drummer of some patent medicine houses into allowing them say: so much stock more free of charge, in consideration that they (the druggist,) will do the distribution in that town; and this goes generally. For instance: the Patent Medicine Co. p. ys for their distribution in their own goods, at just cost price, and the druggist gets paid in goods at wholesale prices, and is so much money in when the goods are sold, as you may imagine, he sells them for more at retail, and is so much profit. And now, let's see about the distribution. Ho? that's done all right. The box of advertising matter arrives, the druggist has his apprentices or his \$2 a week candy department stick or stamp his name on each parcel, and filling out a few bags, starts out doing the work; and the work we must acknowledge is not done so bad, taking in consideration it is boy's work. It gives the apprentices exercise, a chance to earn their pittance; it does just so much good. that the druggist gets rid of the stuff he was paid in, transforming it into cash. And the advertiser, well that's another matter for him. anv good? Will not Mr. So-and-so be willing to take another lot of his goods, on the same principle? Then why does he kick.

Moral:-Is there any. I do not believe it, but Mr. Advertiser, a physician is the person to go to when unwell, and go to "reliable distributors," when in need of them. It will pay you in the

Ironton, Ohio, Dec. 21st, 1896.

Editor BILLBOARD ADVERTISING. Dear Sir:-We received your splendid paper, and we have carefully preserved each copy.
Now we appreciate your kind letter of the 16th, inst., and will say in reply, that we mean to send you a good ad, soon, if possible for the January number; we are not able just now on account of sickness.

You will see by the enclosed clippings what we have done for the distributing ordinance here. We told our city solicitor that they would get their foot into business, if they did not stop, get their foot into business, if they did not stop, and they stopped. We showed him a copy of Justice Bradley's decision, and you see the result. So come on brother distributors with your work, you won't be hurt. You see this all happened while we were gunning for the position of brank officer, at \$30.00 per month, and after a heated contest of nineteen ballots, I came out best, ahead of all opponents; so you will see I am ry busy with the juveniles. I now have two weeks vacation. We see an ad, in BILLBOARD ADVERTISING of a blood sucking vampire, who fleeced us out of \$1 00 on the promise of plenty of distributing to do: his first name is Will A ton, of Cleveland, O., and there are others too numerous to mention now. I could give you the names of others at any time. We will send you an ad. soon. Wishing you success, we are,

Yours respectfully,
J. H. HAYNES & SON.

LICENSE LAWS. The City Can't Exact Fees From Peddlers, Etc ,
According to the Supreme Court.

The city council recently passed an ordinance to license bill posters, and restrict the distribu-tion of circulars and advertising matter by non-

tion of circulars and advertising matter by non-resident advertisers.

Now, it appears, that the ordinance runs squarely against a decision of the supreme court of the U. S., declaring all such local laws un-constitutional. The right to regulate interstate commerce is reserved to Congress, and the

ment.

According to this decision of which the mayor has a copy, the Ironton ordinance, and all such state and city laws, are null and void, and no license fee can be exacted from any peddler, canvasser, or other person selling or introducing any goods or wares, either by direct sale or by sample, or for distribution of their advertisations.

ing matter.

Where such ordinances have been tested, they

where such ordinances have been tested, they have been knocked out.

The city has an ordinance requiring a license from traveling physicians, which Mayor Corns says could not be enforced.

He had a case long ago, wherein he fined a physician under such an ordinance, and trecase when taken before Judge Johnson, was promptly knocked out, on the ground that the law was unconstitutional.—Ironion Exchange

## LECCERS EDICOR.

Under this heading the publishers invite a <sub>k</sub>eeeeeeeeeeeeeeee<sub>67</sub>

Butte, Montana, Dec. 17th, 1896.

BILLBOARD ADVERTISING Gentlemen:-Will you please answer the fol-

lowing question, for which I enclose stamp: ld a party starting an oppositi posting business, be entitled to the use of the ord 'city' before the words bill poster, when the original city bill poster is still in the busi-

Respectfully yours,
GORDON CULVER.

If the original bill poster did not employ the title, either or both may use it until such time as the postal authorities, or a court of equity decides to whom it belongs. Both are city bill posters, but one only is the city bill poster. It may go to the one with the most boards, and it may go to the original bill poster. (Editor.)

Wallace, Idaho, Dec. 16th, 1896.

Editor BILLBOARD ADVERTISING,
Now what the devil is the matter with you? It's nearly a month since I sent you \$1.25, and not a word from you yet. I sent the money for a vears subscription to BILLBOARD and an autoplate. It was much the same last year! I have not received the December number of BILLmy word. I'll bet you two or three dollars, or a half, that you ain't any good. May the devil

JAMES C. CAMPBELL, Pioneer Bill Poster, Wallace, Idaho.

It is all Margie Bowman's fault. That fac-simile scheme is hers, and she is sometimes awfully slow, in fact slower than cold molasses about filling orders. We'll send it though Campbell, even if we have to go to Boston to get it.

(Business Manager.)

Indianapolis, Ind., Dec. 20th, 1896. Editor BILLBOARD ADVERTISING.

Dear Sir:-Christmas number of BILLBOARD received, and it is certainly a "beaut," particularly so, on account of newsy matter contained in it. Let it always be so.

Also pleased with my ad, and will remit for same early this coming week. Keep my half-tone till further orders from me.

since last writing, we have distributed 35,000 or Hood's Sarsaparilla, 31,000 for Dr. Miles, also 89 Druggist packages for Dr. Miles, 3,000 for Butterick's Patterns, 10,000 more for Dr. Williams Pink Pills, and 400 large oilcloth signs for Battle

Dr. J. H. McLean Medicine Co. have placed their distributing in the hands of bill posters here, and the matter was all thrown over the es into vards, and the streets are covered with them. They also left as many as fifty in a bunch in groceries, etc. Dr. Morse's Indian Root Pills, True Remedy Co, and Dr. Jayne & Son, also got very poor service here. Dr. Hand's dies for Children had a good job of distribu ting done here lately, but do not know who did the work for them.

We notice the following new posters on the boards: Dr. J. H. McLean Medicine Co., Dr. Sawer's Family Remedies, Washburn-Crosby Gold Medal Flour, and 'Columbia Soups and Catsups," made by Mullen-Blackledge Co., of this city. They are billing heavily, with an lithographed stand.

Thanking you for past favors, we beg to re-Very truly yours, VANSYCKLE ADVERTISING Co.

By Geo. W. Vansyckle, Manager.

Peru. Ind., Dec. 12th, 1806. Editor BILLBOARD ADVERTISING.

Dear Sir:-The Christmas number of BILL-BOARD is at hand, and must say that it is simply dandy. If a man can examine the pages of ble number of the BILLBOARD, and

not see or learn anything valuable about advertising, he is exceedingly dull. If it is not asking too much, I would like if you would send a sample copy of the Christmas number of BILL-BOARD to the list of merchants herewith enclosed as they are the leading business men of Peru, and do extensive advertising. Some of them tried the billboards for the first time the last year, and seem to be well satisfied. so much so in fact, that they are going to advertise more merchant told me last week, that he thought posters was a rather expensive way to advertise, until he tried it; but now he believes it is the cheapest way, considering the quick returns. It has taken a good deal of persuation and argument to get the merchants of Peru started

o advertise on the billboards, but I think there will be but little trouble from this on, as several romised me they would give orders for posters in the spring, and asked me to get prices of the latest patterns of posters for the coming season Business has been good this fall and winter,

and I expect to build several more good bill-boards at once, in order to accomodate all my customers. I have also concluded to take a dose of my own medicine, that is I expect to advertise my own business on my own billboards, as soon as I find posters suitable for my business, (bill poster and distributor.)

I would like to warn the craft against Geo. E.

Aitchell, proprietor of the Novelty Plaster Works Lowell, Mass. I posted 200 sheets of paper and ributed 2.500 booklets for him last July, but have been unable to get anything for my work yet. The banks inform me that the Novelty Plaster Works has no commercial standing, and from what I hear from other sources, I have uded that Mitchell is a dead-beat.

The Great Wallace Show arrived home, and went into their winter quarters, December 8th. The Wallace Show made the greatest effort and ished the most good of any show on the road last season. The show made its first stand n Peru, April 18th, and closed the season in Mississippi, December 5th; having traveled over 19.250 miles, using 25 different railroads. Starting from Peru, Ind. and going to California, over the Atlantic and Pacific, and returning on the same road to Colorado, and again returning to California over the Northern Pacific and back through Canada, by way of Detroit, Mich., and then south to Texas and Mississippi, closing the season in Mississippi; returned home to Peru,

I wish to sanction what \$1m. W. Hoke says in the December number of BILLBOARD, headed: "Don't Neglect the Villages." I firmly believe that a great many advertisers make a great mistake by placing all their advertising matter in the large cities. The most good is not always accomplished in the largest crowds, too much excitement, hurry, bustle and attractions for people to notice posters or advertising matter distributed throughout the city. Take the smaller towns, and people have n't so much to attract their attention, and they will invariably read and notice all attractive posters, signs and other advertising matter. While there are not so many people in the smaller towns, yet you will find there will be from one hundred to two hundred per cent. more of the people of the smaller places read your ad., than they will in the cities. I am also afraid that most of the advertising agents or solicitors are following in the same channel, but probably for a different purpose, as they get better prices for posting in the cities. It looks as though they only send work to the smaller towns, when they have ore paper than they can use in the cities. If the bill posters in the smaller towns are left to hustle for themselves, what encouragement is there for them to belong to, and help to support

Wishing BILLEOARD ADVERTISING and the bill posters in general success, I beg to remain,

Australia.

Yours truly,
Chas. W. Stutesman.

Adelaide, Nov. 13th, 1896.

Editor BILLBOARD ADVERTISING. Dear Sir:-It is extremely pleasant to be able to send you a few lines about billboard adver-tising and other matters, which I hope will interest you and the fraternity.

I was very pleased to get a letter, also half a dozen papers, and you must convey my many Messrs. Donaldson & Co., for their thanks t trouble in sending me price lists, etc. I may state that the people of Adelaide are not entire

strangers to Messrs Donaldsons' work as I was much pleased to decorate my hoardings with some of their beautiful pictures, for Messrs. Fitzgerald Bros.' Circus, the only Australian circus in the colonies. There were some very funny litho window one-sheets, a clown holding up a donkey, and a couple of mules in a wagon those two were impressed upon my mind rathe vividly. Adelaide is such a small city that could not promise faithfully to comply with you a letter every month, but I will be pleased to send you on one as frequently as

It is about nine years now, since I started in the advertising line, and I am proud to-day that I have got it all under my wing now. The whole of the railway advertising and hoardings, some hundred railway stations and fifty hoardings; some of our largest hoardings are about 168 feet x 11 feet, and others from 60 to 100 feet x 10 to 14 feet high, and we manage to keep them clean and nice. The advantage I have had is that I was born in the heart of the city, and at election times or other busy times, that the candidates were either my school masters or school mates, so you see it is a great edvantage here I ran a magic lantern advertising medium, and got on well with it: that ran about nine months; and often I get a small crumb outside my posting. I have on my boards: Hires' Root Beer, Walker's Canadian Club Whisky, Barry's Triscophoru Ayers' Hair Restorer, Warner's Safe Cure, and Snylist & Colan's Coctions. What do you mean tin boards? I did a lot of deli-Sapolio Soap, although they seem to let the ads. everywhere.

You may inform any circus coming over here, that they need not bring any bill posters, as I have just as good men here as you have in America. My men were as good as Sells Bros.' men, when they arrived here, and I had the pleasure of showing them the route of hundred miles, north, south, east and west of our capital. I shall be very glad to give any entertainers any information about the colonies; do not let them think it is a trouble, as that is the sort of trouble that never troubles me, it is a pleasure. Although Adelaide is small, we are very good and Adelaide supplies many a company with a saver, to return to Sydney or Melbourne. I shall be pleased to hear from you regarding ad .: " Make your own cuts." Will you kindly send me the receipt as I would like to include that in my advertising, because, although I am a strong believer in ads. say that a small cut does not answer, as I am sure that a picture is of more value than small

Now as for prices, we always quote for double demy sheets or double royal. I can place fifty double royal three-sheet posters on fifty hoardings for twelve months, for the sum of £23-1s.
Auctioneer bills, double demy, we get 20s. for lundred, for fly posting, that is as you would call guarantee two weeks, and for thirty days guarantee show, we would get 30s. We post all the year round for the Theatre Royal. The show runs about 20 feet x 10, each stand of thirty stands, say about a thirty-sheet double royal, we get £4-10s. per week. For delivery, house to house samples, I get 20s. per thousand, and they are done well, inspected and partly delivered by myself, so there are no monkey tricks about that. I don't wish to blow, but I have risen to the top of the ladder by careful attention to the business in hand, whether the bill posting or delivery. We have a by-law here prohib dodgers being given in the street, because they are, I think, the most stupid way of advertising, as nine out of every ten does not read them. even if they do, the matter leaves the reader's mind as soon as he consigns the hand-bill to the gutter. Dodgers of course serve a better purpos when they get at the home end of a journey, to or inmates, and then their earthly mission is coming to a rapid end, especially if they are printed carelessly on com-In the railway advertising I can put up a poster not exceeding 4 x 4. on hundred stations for £40-15. Painted and framed, 3x2 feet, £25-18. Painted or framed ad, 4x4, £30-1s., twelve months, hundred stations. We have just completed a contract for Ayers' Specialties. I am wfully infatuated with my advertising work I should like to be able to design a poster. paint stands frequently now with printers' ink and turpentine. I should be glad to have a letter from your Mr. W. R. Burnitt, regarding painted will be thankfully received.

I admire your paper, or rather I should say our

paper, BILLBOARD ADVERTISING, very much, and will look for it as regularly as my monthly accounts, as I hope to make it a good asset to me. Wishing you and all a Merry Christmas and Jolly New Year.

Yours truly, FRED. COOMBS. 

#### HE'LL USE POSTERS.

Lectures on Modern Advertising.

thaniel C. Fowler, Jr., "Doctor of Advertis-ing," to Take to the Lecture Platform. The wide dissemination of the truths and

axioms of the art of advertising among business men, must necessarily benefit the newspapers. for the interests of both advertisers and new papers are so closely linked together that what ver tends to make clear the science of advertis

The announcement, therefore, that Nathaniel C. Fowler, Jr., the recognized leader in everything pertaining to advertising, is to begin a series of lectures before popular audiences upon advertising topics, will possess unusual interest for newspaper publishers.

Here is an opportunity for wide-awake jour-

nals to exploit themselves and instruct their advertisers. Let them engage Mr. Fowler, hire a theatre, and issue tickets to all the local advertisers, requesting their presence at the expert's lecture upon advertising. Local journals could combine in this work, dividing the expense and reaping a share of the financial benefits resultm the practical operation of Mr. Fowler's ideas by local advertisers -Newspaperdom.

Mr. Fowler is the apostle of newspaper advertising but we will wager that he will advertise his lectures with posters orlecture to empty benches. (Editor.)

#### International Convention.

Promptly at 10:30 a.m. Wedneslay, January 6th, President Schaefer will call the semi-annual convention of the International Bill Posting Association to order. Bill Posters will be present from almost every state in the union, and the attendance promises to be very large. The meeting will be held at the Hotel Emory, Cincinnati. Prominent among those who will be present will be: Clarence E. Runey, of Waukegan, Ills., C. C. Maxwell, of Lincoln, Ills., P. G. Stout, of St. Louis, Mo., J. E. Williams, of Chicago, Ills., W. B. Lowden, general manager for Harry Munson, New York, Sam W. Hoke, New York, C. S. Houghtaling, New York, and many others.

A well known member of the New York State Association in a recent letter, observes "you should bear in mind that there are many towns that will not support two bill posters." Without reference to our correspondent we will state that any fool knows that. When such a town already has two hill posters however what are you going to do about it? Let them go on fighting under the regime of the 'close' association? or bring them together, convince each that there is a god in Israel, adjust their differences by arbitration? The open association will do this latter. Keeping one of them out a 'close' association only prolongs the strife indefinitely.

If Stahlbrodt could only take his pen in hand without putting his foot in his mouth he might buy Profitable Advertising and have a paper of his own, "thus catering to the interests of all concerned."

#### ACCCCCCCCCCCCCCCCCCCCCC convenctors.

Fetes, Belebrations, Etc.

Under this heading we publish free of harge the dates of all notable events, which ve likely to attract large concourses of people o any one particular city and for this reason vove of importance to advertisers, showmen,

~eeeeeeeeeeeeeeee Atlantic City, N. J. Seventh Annual Convention of the Associated Bill Posters' Association, July 17-20, 1897. J. Ballard Carroll, sec'y, Albany,

N.Y. Boston, Mass. National Leagne of Commission Merchants Jan. 16, 1897. Chicago, Ill. National Association Moulding and Picture Frame Manutacturers. Dec. 15,

1897.
Chicago, Ill. Master Painters and Decorators Convention. Feb. 9-11, 1897.
Chicago, Ills. Annual Convention of the National Master Painters' and Decorators' Association, Feb. 9-11, 1897. Thomas A. Brown, pres., Wash-

ington, D. C. incinnati, O. Semi-Annual Convention of The International Bill Posting Association, January

58, 1897.
Cincinnati, O. International Association, Sheet Iron and Cornice Workers. Feb. 8, 1867.
Dayton, Ohio. Sixth annual Convention of the Ohio Master Painters' and Decorators' Association. July 27-28, 1897. W. J. Albrecht, see'y,

Galveston, Tex. National Editorial Association. Feb. 3-5, 1897. efferson City, Mo. State Federation of Labor.

Jefferson City, Mo. State receitation of January Jan. 25, 1897.
Louisville, Ky. Stockholders Meeting, National Saddle Horse Breeders Ass'n. Feb. 2, 1897.
Louisville, Ky. National Saddle Horse Breeders Association. Feb. 4, 1897
Nashville, Tenn. Berkshire Record Association. Feb 10-11, 1897.
New Castle, Penn. National Association Rod Mill Workers of U. S'. Jan. 14, 1897.
New Orleans, La. National Conference, Charities and Corrections, Special Meeting. Jan. 14, 1807.

New York City, N. Y. Society of the War of

1812 Jan. 8, 1897.
St. Louis, Mo. Third Annual Convention of The International Bill Posting Association, July 6-9, 1897. Clarence E. Runey, see'y, Waukegan Ills.
Washington, D. C. National Board of Trade Jan. 26, 1897.
Worcester, Mass. Bricklayers and Masons International Union. Jan 11, 1897.

#### Expositions.

Chicago. 2nd Western National Cycle Exhibition, Colisium, 63rd St., January 23-30, 1897.
New York. 3rd Annual National Bicycle Exposition at Palace of Industry. 43rd St. and Lexington Ave., Feb. 6-13, 1897. Inquiries and communications to National Cycle Board of Trade, 271 Broadway.
Nashville, Tenn. 1697. Sept. 1 to Dec. 24.
Omaha, Neb. Trans-Mississippi and International Exposition, June 1-Nov. 30, 1898

Poultry Show Dates.

BILLBOARD ADVERTISING.

Lanark, Ill	Ian 4-0	1802
Albuquerque, N. M	lan so	1807
Hamburg, N. Y.	Tan r-o	1097
Detroit, Mich	jan. 5-9.	1807
Marion, Ind	120 779	1097
Rochester, N Y	.jan. 7-12,	1097
Denver, Col	Ian 11-10,	1097
Washington, D. C	jan. 11-17, Ian 12-16	1807
1 111111, Unio	lan. 12-16.	1207
Elmira, N. Y	lan 18-22	1807
Lincoln, Neb	an 10-22	1807
Lincoln, Neb Scranton, Pa	an. 10-22	1800
West Superior, Wis	lan. 26-20	1807
Pueblo, Col	lan 26-20	1807
Jackson, Mich	lan. 20 21.	1807
Allentown, Pa	Dec. 10-26.	1807
Oneida, N. YDec. 29, 18	6. Jan. 1.	1807
Rockford, III	an. 10-22	1807
Washington, D. C J	an. 12-16,	1897

G. F. BANGASSER & CO. CITY BILL POSTERS AND DISTRIBUTORS,

Signs Tacked and Signs Painted. Own all Bill-Boards in our locality. P. O. Box 38

MCMINNVILLE, OREGON.

#### The Hustler Advertising Co. CONTRACTORS OF

#### **OUT-DOOR ADVERTISING** IN ALL ITS RDANCHES

Prompt Service by Reliable Men. Careful House to House Distribution A Specialty.
24 North Miner Street, FT. WAYNE, IND

W. H CASE, Manager.

BURNITT Designer of Descriptive Posters, Theatrical, Commercial or otherwise. Block Streamers and Stock Letters.

CINCINNATI, O.

\$25.00 By using our new wonderful process for making Laundry and Toilet soap in twenty minutes. Agents can make PER YEAR big money canvassing and selling family rights. One family right mailed to any address for a silver quarter or thirteen two-cent stamps. SAVES
address for a silver quarter or thirteen two-cent stamps.
ROANOKE SOAP CO.
Drawer 12. Roanoke, Va. Drawer 13, Roanoke, Va.

When you write, mention Billboard Advertising. 20,000 Square Feet of Boards.

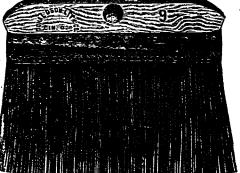
# PASTE BRUSHES



This Brush is manufactured especially for us, and is fully warranted. It is the cheapest GOOD Brush you can find anywhere.

#### PRICES.

8	Inch,	-	\$2.25	Each.
9	66	-	82.75	"
10	56	-	<b>\$3.00</b>	46



This is our Celebrated

#### "UNEXCELLED"

The Best Paste Brush made. Popular everywhere on account of its great

8 Inch, \$2.75 Each 83.00 " 83.25 "

SEND YOUR ORDERS TO

Office, Donaldson Litho. Building, The Donaldson Litho. Co., Cincinnati, O.

LICENSED BILL POSTING. TACKING, DISTRIBUTING.

J. S. CRAIG. 319 LEXINGTON AVENUE.

HASTINGS, NEB.

Own and Control all Boards and Privileges.

POPULATION 15 000.

Ath - Annual Convention - Ath

Protective League of

American Showmen!

Hotel Emory, Cincinnati. January 5, 6, 7 and 8, 1897.

John T. Robinson, President.

W. H. Donaldson, Secretary.

BILLBOARD ADVERTISING.

# My Reference is my work, which speaks louder than words.

Bill Boards and Stands Prominently Located On all the Principal Streets of



Distributors of Merchandise, Samples, Booklets, etc. Throughout the Entire City, Jefferson, Gretna and Algiers.
Send for Prices.

NEW ORLEANS, LA.

High Class
Bulletin Signs.
Positions
d Execution of Wo

Melvin's Bulletin Service, 
Detroit, Mich.

Rates Low,
Service and Quality
Guaranteed.
Write for Prices
and Designs.

If You Want to Post



The Chicago Bill Posting Co.

No. 395 West Harrison Street, Chicago, Ills.

Who Own and Control all the most prominent Boards, Hoardings, Posting Stations and points of vantage in the city of Chicago.

# International Bill Posting Association.

## Semi-Annual Meeting.

Hotel Emory, Cincinnati, Ohio, January 6, 7 and 8, 1897.

P. F. SCHAEFER, President.

CLARENCE E. RUNEY, Secretary.

## Printers' Ink Helps . . . . Advertisers!

It's a weekly journal, furnishing you with practical advice, and reliable information, about every detail of the business of advertising.

Enables you to profit by the experiences—and adopt the methods—of successful advertisers, as it gives complete information about every way of advertising which they have found to be feasible and profitable.

Instructs you—and exemplifies how to write advertisements that will sell goods; or the "Ready-Made Ads" it contains can be used to accomplish the same object.

Contains timely hints about mediums, tending to aid you in selecting profitable ones to advertise in.

year. Sample copy, 10 cents.

10 Spruce Street, New York

#### A. E. BENTLEY,

Only Licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. Rates made known on application.

A E. Bentley, GUTHRIE, OKLA
1000 Circulars, size 9x12 or smaller
Mailed in ten days for \$1. 100, 10c. silver.
Small papers mailed for zoc. per 10c. Satisfaction guaranteed, Address
J. T. LUMPKINS, NEVA,VA.

When you write, mention Billboard Advertising.

THE LEADING HOW PRINTERS
THE LEADING HOW PRINTERS
THE ULTTER I BORG TOS
POSTER INKS

ARE YOU ONE OF THEM? THE AULT & WIBORG (D. NEW YORKS CHICAGOS

SELDEN NYE,\_\_

BILL POSTER AND DISTRIBUTOR.
(Champaign and Urbana.) 197 201 W. Park St., Champaign,

# THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS

CONTRACTS TO PLACE DISTRIBUTING MATTER IN ANY SECTION OF THE COUNTRY.

Service of its Members Guaranteed. •

Advertisers who use distributing matter would do well to write to

JAS. L. HILL,

Soliciting Secretary,

NASHVILLE, TENN

Distributors desiring to join, write for information, by-laws, etc,

W. H. STEINBRENNER, 811 VINE ST, CINCINNATI, O. UPON RECEIPT OF 3 Months' Subscription

The Echo

We will send one copy of the famou

The Nude in Art.

With a 6 Months' Subscription

We will send 3 Different Numbers

The Nude in Art.

THE CHICAOG ECHO CO,
Fifth Avenue, Chicago.

PUZZLES only 25c. a 1,000 with your ad or Line samples and Adage 10 weeks for 10 THE AD-AGE, 503 Ad-age Blk... Boston.

LICENSE. For \$2.00 I will draft and forward to any bill poster in the United States or Canada, the latest and most approved form of bill posting ordinance in use. It is effective and protective. Address,

R. C. CARRELL, DAYTON, KY.

SIDNEY, OHIO, C. P. ROGERS

walls in the city.

Also DISTRIBUTING carefully attended to

Pueblo, Colo. Pop. 40,000

JESSE MITCHELL

Does Distributing and Tacking.

When you write mention Bulboard Advertising

EXCLUSIVE INTERESTS OF DISTRIBUTORS. & &

Each issue gives columns of valuable information of interest to every distributor. Contains items of interest to every general advertiser and is mailed to them monthly free of expense. Its policy and strict methods of insuring every advertiser absolute honest service, has gained for it the hearty endorsement of all general advertisers and their liberal employment of its subscribers.

### \* NOT AN EXPERIMENT BUT AN ASSURED SUCCESS. \*

Published by reliable, experienced distributors of years standing who are in constant correspondence with the general advertisers and who now conduct the largest distributing agency in the United States which enables them to quote facts on all matters pertaining to distributing. 🧈 💸 💸

Subscription price, one dollar per year in advance. Sample copy ten cents. None free, except to proven general advertisers to whom we would be pleased to mail a copy monthly.

## Address, WILL A. MOLTON ADVERTISING CO.,

143 ST, CLAIR STREET, CLEVELAND, OHIO.

N. B.—January issue will contain a lengthy article of especial interest to bill posters who also do distributing.

### "Mr. Manager!"

#### "One Moment Please.

WE paint pictorial advertising signs, society silk banners, show canvas, theatrical scenery and imitation litho.

OUR artists are expert and up to-date. WE do bill posting, distributing and

WE own 20,000 feet of space, honesty, energy, experience and World's Fair diplomas.

OUR boards, stock, labor and prices are

WE have no alleys, back fences, "charlie boxes," boys or "bums."

WE want your address, acquaintance, work and inspection, once got, always retained, "It's your move."

#### C. M. Smith & Co., Brantford, Canada.

Population of City 17,000. County 50,000. Country 5,000,000. 1197

#### NICHT ≥ DAY.

That is just the way we are work

Pleased advertisers—are you one of them. Write us about our 12 towns. Paterson 100,000; Passaid 20,000; Rutherford, 8,000.

### PASSAIC ADVERTISING CO.

Paterson and Passaic, N. J.

economically, use

STEINBRENNER'S DISTRIBUTING SERVICE.

To reach them all

There is No Other Way Address.

W. H. STEINBRENNER. No. 811 Vine Street, Cincinnati. O.

POPULATION

B. YECKER & CO.

LANCASTER, PA.

Own and Control

BILL POSTERS AND GENERAL DISTRIBUTORS.

## Bill Poster'

The English counterpart of Billboard Advertising. Subscriptions 50 cents per year, post free, may be sent to No. 127 East Eighth St., Cincinnati, O.

#### FRANK M. DEUEL,

BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR, 187 Schuyler Avenue, KANKAKEE, ILL.

Kankakee, Bradley and Bourbonnais, total population

#### Tucker's Magic Stove Polish

Ŵ

Will send secret of manufacturing this excellent Stove Polish for 10 cents, former price \$5 00. Thousands of boxes have been sold by myself.

G. F. TUCKER, Sheldon, Mo. Box 157.

FRED F. KELLY, CITY BILL POSTER AND DISTRIBUTOR. Lock Box 132, PALITYRA, N. Y.

ESTABLISHED 1876.

CHARLES W. YORK. Bill Poster and Distributor.

HAVERHILL, MASS.

~~~~~~

#### CHEW GOOD TOBACCO. SHAKESPEARE **PLUG TOBACCO**

CHAMPAGNE FLAVOR. made from the best selected Kentucky urley Leaf, wrapped in Gold Foil, and just sweet enough to be good Sent by mail in neat paper boxes, 1 lb., \$1.00; ½ lb., 500; ½ lb., 250

IT'S AN BLECANT CHEW.

### LIST OF MEMBERS. CORRECTED MONTHLY.

## INTERNATIONAL BILL POSTING ASSOCIATION

Of the United States and Canada. Formerly the Inter-State Bill Posters' Protective Association.

OFFICERS BOARD OF DIRECTORS.

P. F. SCHABFER, President, Chicago.
P. G. STOUT. 1st Vice-Pres., St. Louis.
HARRY MUNSON. 2d Vice-Pres., New York City.
GEO. H. SIEBE, 3d Vice-Pres., San Francisco.
CHAS. C. MAXWELL. Treasurer, Lincoln, Ill.
CLARENCE E. RUNEY, Secretary, Wankegan, Ill.

P. B. HABER, Chairman, Fond du Lac, Wis. ALBERT WEBER, New Orleans, La. F. M. EDWARDS, St. Louis, Mo. W. H. DONALDSON, Cincinnati, O. HARRY STOOPS. Chattanooga, Tenn. L. M. CRAWFORD, Topeka, Kan.

J. E. GIRARD, Rrie, Pa.
GEO, ROBINSON, Fort Worth, Texas,
O. J. JOHNSON, Galesburg, Ill.
P. M. COOLEY, Binghamton, N. Y.
C. B. WOODWORTH, Fort Wayne, Ind.

EXECUTIVE COMMITTEE. SCHAEFER, Chicago, III.

FRANK P. MYERS, Danville, III.

BORU MARVIN, Aurora, III.

W. C. TIEDE, Racine, Wis.

L. P. CARD, Harvard, III.

ach State.

| Town.                       | STATE        |                                                     |                    |                             |             | President, and composed of one                             |                    | om ea      |
|-----------------------------|--------------|-----------------------------------------------------|--------------------|-----------------------------|-------------|------------------------------------------------------------|--------------------|------------|
| Pine Bluff                  | <del> </del> | Chas. Senyard                                       | POPU'N.<br>18,000  | Town.                       | STATE       | ·                                                          | Popu'n.            |            |
| Texarkana                   |              | Jas. Doyle                                          | 16,000             | Cheboygan                   | .]          | A. J. Finn                                                 | 7,000              |            |
| Los Angeles<br>Oakland      | Cal.         | Merchants' Ad-Sign Co<br>Belasco & Co               | 55,000             | Ithaca                      | •           | John T. Jackson                                            | 2,000              |            |
| San Francisco               |              | Siebe & Green                                       | 350,000            | Manistique<br>Menominee     | "           | John B. Hebert                                             | 20,000             |            |
| Woodland                    | 44           | I. A. Daniels<br>Dietz & Glendenning                | 5.000              | Saginaw E. S                | "           | C. P. Sherman<br>Geo. F. Neithercott                       | . 65,000<br>50,000 |            |
| l'ueblo                     | Col.         | Jessie Mitchell                                     | 30,000             | Albert Lea.                 | Minn        | J. A. Fuller                                               |                    | P. 1       |
| Key West                    | Fla.         | Ball & Johnston.                                    | 25.000             | Austin<br>Brainerd          |             | P. H. Zenders & SonChas. H. Faichner                       | 8,500              | Do         |
| Jacksouville                |              | A. M. Keller & Co                                   | 32,000             | Faribault<br>Henderson      | ••          | Jacob FinkE. B. Haney                                      | 7,600              | Gre        |
| Boise City                  | Idaho.       | Elmo Gordon & Co                                    | 8,000              | Mapleton<br>Northfield      |             | C. H. Brown                                                | 1,000              | Cal        |
| Alton                       | I IIIs.      | Temple Bill Posting Co<br>Boru Marvin               | 17,000<br>25,000   | Owatona                     | 14.         | Morehouse Bros.                                            | 5,187              | He         |
| Belleville                  |              | L. E. Tiemann<br>Chas: E. Perry                     | 20,000             | Red Wing                    |             | Wm. M. Cline                                               | 6,300              | R.         |
| Cairo                       |              | H. F. Malinski                                      | 28,000<br>20,000   | St. Peter<br>Stillwater     | 11          | Henry J. Ludcke, Jr<br>Mrs. V. C. Seward                   | 5,000<br>19,500    |            |
| Centralia                   |              | W. D Moore<br>Reinhardt & Moore                     | 3,500<br>8,000     | Waseca<br>Winona            |             | A. D. Goodman                                              | 3,500              |            |
| Charleston                  |              | J. A. Parker                                        | 10,000<br>7.000    | Corinth                     | Miss.       | W. E. Patton                                               |                    | Ha         |
| Clinton                     |              | Chicago Bill Posting Co<br>Arthurs & Savely         | 1,500,000<br>5,000 | Jackson                     |             | Joe Brown                                                  | 7,000              | C. 5       |
| Danvillle<br>East St. Louis | **           | Prank P. Myers                                      | 16,000<br>31,000   | Dexter<br>Hannibal          | Mo.         | S. E. Mo. Bill Posting & Dist'g Co<br>Watson & Price       |                    | \$an<br>W. |
| Effingham<br>Elgin          | - 16         | Warren & Austin                                     | 5,000<br>25,000    | Kansas City                 | **          | Advert's Agents, Circular Adv's Co                         | l                  | P. 1       |
| Farmer City                 |              | W. S. Young                                         | 2,000              | St. Joe                     | 46          | L. M Crawford<br>Huiest-Stout Sign Co                      | 011,000            | P. 0       |
| Freeport                    |              | Richard Wahler                                      | 3,000<br>15,000    | Butte                       | Mont.       | W. E. Kendrick                                             |                    |            |
| Geneseo<br>Harvard          |              | O. J. Johnson                                       | 20,500<br>5,000    | Asheville                   | İ           | J. D. Plummer                                              | l                  |            |
| Henry                       |              | L. P. CardFred S. Schaefer                          | 2,500<br>3,000     | Hastings                    | Neb.        | J. S. Craig                                                | 15,000             | J. 1       |
| Jacksonville                |              | R. H. Levin                                         | 3,500<br>15,000    | Phillipsburg                | N.J.        | Wm. K. Detewiller                                          | 10,000             | w.         |
| Joliet Kankakee             | **           | DeLong & Biederman<br>Geo. A. Webler                | 30,000<br>10,000   | Sante Fe                    | N. M.       | A. M. Dettleback                                           |                    | Jas<br>W.  |
| La Salie                    |              | D. F. Cline Bill Posting Co                         | 1,800              | Albany<br>Binghamton        | N. Y.       | Capitol City Bill Posting Co<br>Binghamton Bill Posting Co | 75,000             | Me         |
| Lincoln<br>Lockport         | • •          | Chas. C. Maxwell                                    | 10,587             | Jamestown                   | 44          | Mark Woodworth                                             | 17,000             |            |
| Marshall                    | * 1          | Victor Janney<br>Chas. Hogue                        | 3,000              | New York                    | 44          | Fred. Leach                                                | 1,515,000          | ļ.         |
| Moline<br>Morris            | **           | Lundahl & Ritter                                    | 15,000             |                             | ••          | \$am W. Hoke                                               | 1,515,000          | Cha        |
| Murphysosro                 | **           | Col. Malone                                         | 4,000<br>7,000     | Oswego<br>Troy              |             | F. E. Monroe                                               | 26,000<br>75,000   |            |
| Neoga                       | **           | J. J. Friedman<br>Simpson & Abercombie              | 10,000<br>I,200    | Marion                      | Ohio.       | Marion Advertising Co                                      | 12,000             |            |
| Oak Park                    | ::           | A. E. Shultz                                        | 50,000             | Norwalk<br>Piqua            | "           | J. M. Harkness<br>Hixson Bros                              | 8,000<br>13,000    |            |
| Ottawa<br>Pana              |              | F. A. Sherwood                                      | 7,000              | Windsor                     | Ont.        | D. C. Benjamin                                             | 16,000             | Ta:        |
| Paris<br>Pekin              | . 44         | L. A. G. Šchoaff                                    | 6,000<br>7,000     | Owen Sound                  | ••          | James Burrows                                              | 9,000              |            |
| Peru                        | ::           | Chamberlain- Barhydt & Co<br>Bernhart Steil         | 62,000<br>9,000    | Astoria                     | Ore.<br>Pa. | T. S. Simpson & Son<br>Joseph E. Girard                    | 8,000<br>45,000    |            |
| Petersburg<br>Rock Island   | "            | J. C. Bishopsteve F. Miller                         | 4,000              | Easton                      | ***         | Wm. K. Detewiller<br>Oplinger & Butkiewicz                 | 15,000             | 1.5        |
| Roc (ford<br>Springfield    | 11           | Homer Hostetter                                     | 25,000             | Nanticoke<br>Philipsburg    | 44          | Morley Bros                                                | 14,000<br>4,000    |            |
| Streator<br>Tolona          | **           | J. E. Williams                                      | 30,000<br>15,000   | Washington                  |             | ***************************************                    |                    |            |
| Urbana                      |              | A. H. Smith<br>Selden L. Nye                        |                    | Providence<br>Pawtucket     | "           | Old Colony Bill Posting Co<br>J. E. MacMahon               | 35,000             |            |
| Vandalia<br>Watseka         | ••           | J. M. Enck<br>Braden Bros                           | 3,000<br>3,500     | Charleston                  | s. c.       | W. T. Keogh                                                | 55,000             | Citi       |
| Waukegan                    |              | G. Runey & Son (18 cities)                          | 12,000             | Chattanooga                 |             | Stoops Bill Posting Co                                     | 50,000             | 17         |
| Carlisle<br>Covington       | Ind.         | R. J. Chilcote<br>Samuel Martin                     | 1,000              | Brownwood                   |             | Pecan Valley Bill Posting Co                               | 5,000              |            |
| Evansville<br>Fort Wayne    | **           | F. M. Groves<br>Ft. Wayne City Bill Posting Co      | 75,000             | Temple                      | **          | F. A. Venney                                               | 5.000              |            |
| Hammond                     |              | Stouder & Smith                                     | 50,000<br>50 000   | Ft. Worth                   |             | Geo. M. Robinson                                           | 30,000             |            |
| Indianapolis                | "            | Hammond Bill Posting Co<br>Empire Bill Posting Co   | 150,000            | Newport News                | Va.         | James G. Ward                                              | 12,000             | Citi       |
| Peru                        | 1 1          | Frank Haney<br>Chas. W. Stutesman                   | 2,500<br>8,000     | Charleston                  | W. Va       | E. H. Carwethen                                            | 15,000             | Nev        |
| Kushville<br>Shelbyville    |              | Grand M. Carr<br>T. F. Chafee & Son                 | 5,000<br>8,000     | Appleton<br>Baraboo         | Wis.        | Appleton Bill Posting Co<br>Sauk Co. Bill Posting Co       | 12,500<br>7,000    |            |
| Terre Haute<br>Vincennes    |              | J. M. DishonEllis N. Sparrow                        | 40,000<br>12,000   | Burlington<br>Centralia     | **          | Stang BrosSee Grand Rapids, Wis                            | 3,600<br>5,000     |            |
| Wabash                      |              | Henry Herff                                         | 12,000             | Darlington<br>Eau Claire    |             | See Monroe, Wis                                            | 5,000<br>25,000    | All        |
| Ardmore                     | Ind T.       | W. R. Burnitt                                       | 6,500              | Fond du Lac<br>Grand Rapids | "           | P. B. Haber A. W. Rumsey                                   | 15,000<br>5,000    | Nev        |
| Burlington<br>Estherville   | lowa.        | Chamberlin, Barhydt & Co<br>Warren Lewis            | 26,500             | Green Bay                   | "           | J. H. Mallory                                              | 18,000             | Sin        |
| Fort Madison<br>Keokuk      | "            | Chas. H. Salisbury                                  | 1,500              | Janesville<br>Kaukauna      | "           | John D. Lawe                                               | 12,000             |            |
| MATSDAIL )WIL               |              | A. A. Bland & Son                                   | 20,000<br>13,000   | Kenosha<br>Lacrosse         | **          | Jos. G. Rhode<br>Aug. Erickson & Co                        | 12,000<br>28,000   |            |
| New Hampton                 |              | LaGrille-Schneider Bill Posting Co.<br>R. R. Garver | 15.000<br>2,000    | Marinette<br>Marshfield     |             | See Menominee, Mich<br>Sexton Bros                         | 20,000<br>5,000    |            |
| Sioux City                  |              | A. B. Beall                                         | 40,000             | Menasha<br>Menominee        | "           | See Neenah, Wis                                            | 7,000              |            |
| Fort Scott                  |              | Ft. Scott Bill Posting Co                           | 15,000<br>12,000   | Merrill<br>Monroe           | 44          | Ira A. Stone                                               | 9,000<br>5,000     | For        |
| Leavenworth                 | •            | J. D. Bowersock                                     | 12,000<br>25,000   | Neenah<br>New London        | **          | W. Lausing                                                 | 10,000             | Tac        |
| Topeka<br>Wichita           |              | L. M. CrawfordL. M. Crawford                        | 40 000<br>40.000   | Oconto                      | "           | See Menominee, Mich                                        | 7,000              |            |
| Ottawa                      | **           | D. R. Whipple                                       | 8,000              | Peshtigo                    |             | see Menominee, Mich                                        | 2,500              | Dis        |
| Danville<br>Owensboro       | Ky.          | Boyle Nichols                                       | 5,000              | Prarie Du Sac               |             | A. H. Carnegie<br>Sauk County Bill Posting Co              | 6,000<br>1,000     | Dis        |
|                             |              | G. H. Planford                                      |                    | Reedsburg<br>Sauk City      |             | 44 44 44 44 44                                             | 1,000              |            |
| New Orleans<br>Baton Rouge  | **           | Albert Weber                                        | 300,000            | Racine                      | _ "         | Mrs. W. C. Teide                                           | 25,000<br>5,000    | Cou        |
| ***********************     |              | Alfred O. DeVille                                   |                    | Schullburg<br>Sheboygan     | ::          | See Monroe, Wis                                            | 5,000              |            |
| Rastport                    | i            | J A. Muldoon,                                       | 8,000              | Stevens Point<br>Watertown  | ::          | O. A. Cole                                                 | 10,000             |            |
| Brockton                    | Mass.        | Roston Bill Posting Co<br>See Providence, R. I      | 500,000            | Waukesha<br>Wausau          | "           | Cad F. Mevis                                               | 10,000             |            |
| Lynn                        | ••           | Dodge & Harrison                                    | 60,000             | West Superior               | **          | Harry Brunell                                              | 25,000             | 1          |
| *******************         | l            |                                                     |                    | West Superior               | Wvo.        | H. E. Root                                                 |                    |            |
|                             | Lanne        |                                                     |                    | Davion                      | Wash        | Dava Advertising Co.                                       | L                  |            |

#### MEMBERS.

#### POSTER PRINTERS.

| 1 | P. B Haber Printing House Fond du Lac, Wis.    |
|---|------------------------------------------------|
| 1 | Donaldson Lithographing CoCincinnati.          |
| 1 | Greve Lithographing CoMilwaukee.               |
| 1 | Great Western Printing CoSt. Louis.            |
| 1 | Calvert Lithographing Co                       |
| 1 | Hennegan & Co., Show PrintersCincinnati.       |
| 1 | R. J. Gunning & Co., Bulletin PaintersChicago. |

#### SOLICITORS

| York City   |
|-------------|
|             |
| **          |
| hicago, Ill |
| 44          |
| Louis, Mo   |
|             |

#### ADVERTISING AGENTS.

| J. E. Williams        | Chicago, Ill.     |
|-----------------------|-------------------|
| W. H. Steinbrenner    | Cincinnati        |
| Jas E. Fennessey      | Indianapolis      |
| W. E. Patton          |                   |
| Merchant's Ad-Sign Co | Los Angeles, Cal. |
|                       |                   |

#### NATIONAL INSPECTOR.

.Waukegan, Ill

#### ATTORNEYS.

#### SCALE OF PRICES.

ties of 1.000 to 5,000 popul'n, 3c. per sheet, 30 days.

" 5,000 to 10,000 " 4c. " "

" 10,000 to 20,000 " 5c. " "

" 20,000 to 40,000 " 6c. " "

40,000 to 50,000 " 7c. " "

50,000 to 100,000 " 9c. " "

1st week. 2d week. 3d week. 4th week.

3c. 2c. 2c. 2c.

ities 100,000 and upwards (except New York City) per month. 12c.. per week, 3c. per sheet.

month, 12c., per week, 3c. per sheet. w York City, 14c. per month. e sheet scattering, 3c. per sheet, 15 days

#### PRICES FOR CIRCUS WORK.

stand work on protected boards, 15c. per running lineal foot, or 4c. per sheet per week.

w boards, 20c. per running lineal foot, for not over 30 days' showing.

ugle sheets, not listed, 3c. per sheet.

#### CARD AND TIN TACKING.

4x 8 to 5x14 equals 70 square inches, 1c. each.
5x14 to 6x18 " 108 " " 1½c. "
2c. " odd work figure price nearest to above in square

inches. cks to be furnished by the advertiser.

#### DISTRIBUTING.

tributing 3,000 articles not over 2-ounce weigh \$2.00 per thousand. \$2.00 per thousand.

ributing 5.000 articles, not over 2-ounce weight,

\$1.75 per thousand.

r 5.000 lots, rates will be made on application.

ntry-team route, double above prices.

#### CLOTH BANNER SIGNS.

7x6 to 14x11—154 square inches, 2c. each 14x6 to 21x28—588 " " 3c. "

#### R·I·P·A·N·S

The modern standard Family Medicine: Cures the common every-day ills of humanity.



## Philip B. Oliver,

Licensed City BILL POSTER. AND DISTRIBUTOR.

ooo Feet of Board. 75 Three-Sheets. Special Attention Given to Commercial Work and Distributing. All Work Guarateed.

319 Cherry St., FINDLAY, 0.

## B. T. ROBINSON. City Bill Poster CLIFTON FORG. VA.

Correspondence Solicited.

#### The HOWLAND Advertising Sign Co. ROME. N. Y.

Roadside Advertising a Specialty.

I. HOWLAND.

Circulars and Samples Distributed. Signs Tacked Up in McLean County Arthur Arnold, Lexington, Ills.

#### There May Be Others

Who do DISTRIBUTING in Rochester. N. Y., but we do just as good work—if not a trifle better. \* \* \* \*

E. STROYER & CO. 114 WELD STREET.

TRENTON, NEW JERSEY.

The Trenton Bill Posting Co. Owrs all Billboards in the city and suburbs.

Population 70,000. I guarantee the value of all Bill Posting and Distributing. WM. R. WILLIAMSON, Manager.

#### The Advertising Novelty Co. 32-34-36 E. CINCINNATI, O.

W. D. HENDERSON, JR., Prop'r. Manufacturers and dealers in everything for Advertisers, including calendars, cards, novelties, blotters, foot rules, yard sticks, ink wells, thermometers, folders, hangers and clocks.

### Modern Sign Writer

and Ornamentor.

colors. A valuable book for sign painters. 43 Plates. Price \$2.50. Address GEO. FUNNELL.

No. 3 E. 8th St., Cincinnati, O.

- MEMBERS INTERNATIONAL ASSOCIATION OF DISTRIBUTORS. -



W. H. CASE, MANAGER.

Che Hustler Advertising Co.

Out-Door Advertising in all Branches.

OUR SPECIALTY.

Careful house-to-house distribution. Prompt personal service at all times.

If you have "turned over a new leaf" place this season's work with us and double results

## 24 N. MINER ST., FORT WAYNE, IND.

George H. Bubb,

LICENSED

City and Suburban

Bill Poster and Distributor,

OFFICE. 502 PINE STREET,

'THERE ARE OTHERS!" But we are the only Licensed con-cern in the city of Williamsport Penna. that have done Bill Post-ing, Distributing and Sign Tack-ing exclusively. for the past 12 years. No other irons in the fire. years. No other irons in the fire. We personally superintend the posting of bills and distributing of all matter, any kind, circulars pamphlets, books, newspapers, almanaes, samples, etc. We have an established reputation, both at home and abroad. Our long and continued success is ample proof that we give honest service. Contracts made for Monefald. WILLIAMSPORT. PA. that we give honest service. Contracts made for Mansfield, Pa, and all Tioga Co.

Poster

Specialty

\*

Work

HEATRICAL

DESIGNERS. **LITHOGRAPHERS** AND GENERAL

JOB PRINTERS.

Our Date Book for Season 1896, '97-'98 now ready, and will be sent postpaid on receipt of 25 cents.

No Office Complete Without It

It saves money by discovering the best way of doing things in the office. It treats particularly upon

ACCOUNTING, OFFICE ROU-TINE, BUSINESS MANAGE. MENT and ADVERTISING, and incidentally upon FINANCE, MANUFACTURE, TRANS-PORTATION, COMMERCE and ECONOMICS.

The stated departments of the paper include Office MAIL BAG, being letters from practical men on office and business topics; Office Record, containing illustrated descriptions of new devices; Business Literature, or reviews of new books; ART AND PRAC-TICE OF ADVERTISING, presenting studies in successful publicity; Institutes AND ASSOCIATIONS; recording the transactions of the organizations among office men; and Business Law, presenting articles on law topics of special importance to business managers.

The supplement, PRACTICAL AC-COUNTING, contains carefully prepared articles on accounting methods, in cluding descriptions in detail of the accounting practiced in leading estab-

Monthly, 40 pages, illustrated, including supplement, \$2 a year. Sample copies (mentioning this advertisement)

KITTREDGE COMPANY, Publishers 13 Astor Place, NEW YORK.

ADS Like everything else, must be at tractive. I have had many years experience and have WRITTEN hundreds of Ads. To any business man who will send to cents in silver and a z-cent stamp, I will FDFF write a sample ad, absolutely JOHN C. LOCHNER,



THE STAR COIL SPRING SHAFT SUPPORT AND ANTI-RATTLER.

Past selling: always gives satisfaction. No girt on horse. Worth twice the cost for convector in hitching up. Agents wanted. Nend atamp circular. Prior, 31.51). State rights for sale. THE DECATUR SHAFT SUPPORT CO.

### **ADVERTISERS, LOOK HERE!**

We mail and distribute circulars at Three (53.00) Dollars per thousand Postage paid by us. We guarantee our service. Bills—posted throughout the South. Signs tacked up. We can give best of references. We also furnish names and addresses, news—paper clippings. Try use once, and be convinced as we know that in our territory advertising in this way always pays. As we have pleased many, we know we can—please you. We praise your goods while—we are distributing. We represent the I.—A. of D. The population of our territory is—225,000.

C. A. HENDERSON & CO., Jackson, Ga.

100 No. 6 ENVELOPES Printed and Sent Post Paid for 30c. 25 for 10c. GEM CARD CO. [B-A] North Cramer Hill, N. J.

Circulars Distributed in Stockton, Pop. 10000 Rates Reasonable. Circulars mailed 10c, per 100 JOHN J. TISCHNER, Prop. Gem Card Co. PAVONIA. CAMDEN CO., N. I.

When you write, mention Bulbuard Advertising

MIDDLETOWN Advertising

88 South St., MIDDLETOWN, N. Y., Distributors and General Advertisers.

Correspondence Solicited. Middletown is the Railroad and Commercial Hub of Orange County. Population, City 15,000; County 97,760. Members International Association of Distributors. D. B. BEEMER.

CO. MANUFACTURERS' AGENT.

1422 DODGE ST., OMAHA, NEB.

ntroduces and pushes sale of articles of merit and practical utility to the trade and to consumers, hrough canvassers, in OMAHA, SOUTH OMAHA and COUNCIL BLUFF, having a combined pop-

DISTRIBUTION OF CIRCULARS, SAMPLES, ETC.

effectually done as the local representative of The W. R. Molton Advertising Co., of Cleveland, O.; The United Mfg. Adv. Co., of Cohoes, N. Y.; The National Adv. Ass'n of Atlanta, Ga.

300 NAMES

And Addresses of Indiana Farmers. Only 4 at a post office. Guaranteed reliable, \$2 for the whole list. Address John C. Lochner, Auburn, Ind.

HENRY C. CROSBY,

Advertising

Signs.

Romaine Building

PATERSON, N. ]

Names and addresses of honest, prompt and reliable Mailing, Distributing, Clipping. Subscription, Printing, Local and General Agents, furnished free to Advertisers. 100 Circulars honestly mailed per day for 10 cents; 1000 for \$1.00 cash, Job Printing or advertising space accepted Over Patrons are Our References.

THE MONUMENTAL ADVERTISING ASS'N BALTIMORE, MD. 597

THEATRICAL AND CITY BILL POSTERS, Distributing and Advertising Agents, Work promptly and properly executed.

C. B. WOODWORTH, Mgr. FORT WAYNE, IND.

EVERY BILL POSTER ADVERTISER

WANTS AND NEEDS

## **Profitable** dvertising (ILLUSTRATED.)

The Advertiser's Trade Journal of New England.

Full of ideas and suggestions for the Publicity Seeker.

Subscription Price, \$1.00 per year. Send 10c. for sample copy

KATE E. GRISWOLD, Editor and Publisher.

3 School Street, BOSTON MASS.



FINEST QUALITY BOX WOOD ENGRAVING.

ADVANCE HORK

ARE OUR STRONG POINT ASK FOR ADVANCE SHEETS.

PROMPT SHIPMENTS. BONI HEMSTEGER

## La Crosse, Wis.

Is situated in the rich milling district of the ties present a rich field for advertising.

## Circular Distributing.

We distribute circulars and tack up signs in La Crosse and five adjoining counties. We do good, prompt, efficient work, and guarantee satisfaction in every particular, our prices range from \$1.50 to \$3.00 per 1000 according to size and method of distributing. WRITE TO US.

## & Circular Mailing.&

We mail circulars to all parts of America at the rate of IOO PER DAY. They are mailed to all classes of people, Only good fresh names used. Our prices are 10 cents per 100, \$1.00 per 1000. Terms cash with order. Send us a trial order and it will receive prompt attention. remember us when placing yo

STAATS ADV. & DIST. AGENCY

LA CROSSE, WIS. Popu. of Lax 30,000.

WILLIAMSPORT, PA, Pop, 35000 S. M. BOND, GENERAL DISTRIBUTOR,

Rates Reasonable. Good Reference.

Member International Ass'n Distributors. SIGNS AND SAYINGS

> Say your Say on SIGNS NAILED UP Where they will be read, or in CIRCULARS Distributed Where they will pay.

Member International Ass'n Distributors

Jas. Donaldson, ITHACA, Mich.

1869 Taunton Bill Posting Co.1896 BILL POSTERS & DISTRIBUTORS,

Best Boards. Best Stock. Best Workmen A. B. WHITE, Mgr. and Treas.

CEDAR RAPIDS, IA.

Office. 45 Cohannett St., Taunton, Mass. W. S. BYE, Manager. Member Internation Association of Distributors. Pop. 25,000.

720 South 5th St., Contracts made for distributing all kinds of circulars, samples, etc. Signs and show cards tacked. Names, addresses and newspaper clippings furnished. Our location is one of the finest distributing centers in the west. Advertisers investigate us.

JNO. H. JONES Distributing Office, N. W. Cor. Mount and McHenry Sts., I have two teams, employ none but capable honest men. Work faithfully done. Population, co., coo. Best reference. Member I. A. of D.

Che Cedar Rapids Adv. and Distributing Agency,

BILL POSTER. JOHN T. WILLIAMS,

346 Morrison St., PORTLAND, OREGON.

best work and lowest prices that can be

57 BEEKMAN ST., NEW YORK. R. E. ROYLANCE, See'y.

obtained in all America. Write us.

THE GREAT American Engraving and Printing Co.

#### Classified Advertisements.

#### BILL POSTERS' DIRECTORY.

Two line Displayed Advertisements under this heading, 25c. for one insertion, boc. for three insertion. 5c. for four insersions, \$1.00 for six insertions. Larger cards, 10c. per agate line

Oregon Sign Co., Bill Posters. Distributors and Sign Paint ers. Box 374, Oregon City. Oregon. Favetteville, N. C.

nawkins Bros. Bill Posters and Distribu-ors. Lock Box 170 Santa, Fe, N. M., A. M. Dettelbach, Bill Poster, Tacker and Distributor for Santa Fe, Tacs and Rio Arriba Co's. n97

Lorain, O., P. J. Smith, Bill Poster and Distributor 3196th St. n97

Laramie, Wyo.

H. E. Root, Mgr. Opera House and Bill
Poster. 150 Third St. d97

Belvidere, 111. Fred. Wiffin. Bill Poster, 312 Caswill St. Washington, Pa. Pop. 12,000

A. R. Meaus Bill Poster. Own and contral all principal bill boards in the town. Work promptly done.

promptly done.

Oswego, N. Y., F. E. Munroe.
Licensed Bill Poster, Distributor and Sign 697

Troy, Ill.
F. C. Gates. Bill Poster and Distributor.
Reference furnished.

Po'keepsie, N. Y. 24 Mechanic St.
M F. Sprenger, The Honest King Bill Poster and Distributor.

Waukon, Iowa. Wm. S. Hart & Co.
Pop. 3,000. Control all space, including Opera House and Fair Grounds. Good work anywhere in N. E. Iowa.

Anaconda, Mon. Pop. 12,000. George Elsion. Licensed City Bill toster. A smelter city up to date Three thousond men employed at the smelter.

Corsicana, Texas. Pop. 10270
L. C. Revare, City Bill Poster and Distributor. Satisfaction guaranteed—try me. 1000 running feet Bill Boards and good walls

Asheville, N. C. "The Land of the Sky." Resident population, 15 000; visiong population. 7,000 Asheville Adverti ing Agency. P. O. Box 17. Licensed City Bill Posters, Tackers and Distributors. Also control all Street Car Advertising in city.

Nanaimo, British Col. Pop. 7,000.
A. A. Davis owns and controls all bill boards and spaces. P. O. Box 189

Fort Wayne City Bill Posting Co.
Theatrical and City Bill Posters. Distributing and Advertising Agents. Work promptly and properly executed.
FURT WAYNE, IND. C. B. Woodworth.

The Curran Bill Poeting & Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Aprings. Population of Denver, 165,000; Pueblo, 40,000; Colorado Springs, Colorado City and Maniton. 20,000

Van Beuren & Co., Bill Posters and Distri-buters, 224 Second street.

Milford, Mass.

Population, 10,000. W. E. Cheney, City Bill Poster, Distributor. 82 So. Bow street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city Baggage and scenery truck express. fe-12

Newport, Ky. G. H. Otting & Son, Own and control all boards, Good Service

Waukegan, III. G. Runey & Son, Distributors. Bill Posters, etc. (Circuit 18 towns.) Pop. 35.000. n6

Tucson, Arizona, 2,000 ft. of boards WM. REID. Box. 148.

Delaware, O. G. D. McGuire, City Bill Poster and Distributor.

Stavanger, Minn.
Ole Holm, Bill Poster and Distributor. n97

Evansville, Ind. 75,000. Licensed. Evansville Bill Posting and Distributing ('o. Sole Bill Posters and Distributors. n97

Laconia, N. H. Pop. 15,000.
Folsom Opera House, Driving Park and Show Grounds J. F. Harriman, Manager.
Owns all boards in the city and suburbs.

### Classified Advertisements | Classified Advertisements

#### BILL POSTERS' DIRECTORY.

W. E. Patton, Corinth, Miss.

Bill Poster and Distributor. Reference furnished. Box 164.

Waukesha. Wis. Cadwell F. Mevis City Bill Poster and Dis tributor. 638 Main Street.

Aurora, Ills. B. Marvin.
Bill Poster and Distributor. Circuit, 16
towns. Pop. 60,000.

Oakland, Cal.

Belasco & Co., Bill Posters and Painted
Signs.

197

Woodland, Cal.
Dietz & Glendenning, Bill Posters.

Lu Verne, Minn. Pop. 3,000.

Dana M. Baer, Bill Poster and Distributor, Box 490. R. W. STORRS De Funiak Springs, Fla.

Can cover all West Florida outside of Pensacola in any manner desired.

Brantford, Can. Pop. 17,000. Chas M. Smith & Co., Bill Posters and Distributors. own and control 20,000 feet of boards. Reliable distribution.

#### DISTRIBUTERS' DIRECTORY.

We can guarantee that advertisers will receive honest, reliable service from any firm or person whose advertisement appears in the following list. No advertisements received from minors. References as to honesty and integrity must ac-company all applications for space.

Paducah, Kv., H. Joseph Harth. Unexcelled Distributing Service.

Scranton, Pa. Population 120,000
The Metropolis of the coal regions.
Reese & Long, Distributors. may97

Chillicothe, Mo., Z B. Myers.
Owns all bill boards. Tacking, Distributing and Bill Posting done satisfactory or no pay. Write him.

Atlanta, Ga., 124 Haynes St. Wm. Peden, Advertising Distributed, Signs tacked up in this and adjoining coun-ties, \$1.00 per 1000 and up. d97

Terre Haute, Ind.
James M. Dishon, Distributing, 29 South
5th St.

Carlisle, Ind. Sullivan Co., B. J Chilcote. Distributor. n7

Manning, S. C.
Distributor. T. M. Young Manager. P. O
n97

Charleston, W. Va. Pop 15,000 E. H. Carwithen, Distributor, Satisfaction guaranteed. Six adjoining towns. n97

Bangor. Me., and Neighboring
Cities. Pop. 40,000.
Distributor and Sign Painter, reliable service at bottom rates. Write me for estimates. E. A. Campbell, 17 Park St. 197

Peru, Ind. Chas. W. Stutesman, Licensed City Bill Poster and Distributor.

Jacksonville, Ill., 807 S. Main St., Wm. Burke, member of and rec by U. S. Dist. Bureau

Donat J. Lefebvre, Manchester, N. H., Box 483. Reliable Distributor of all Kinds of Advertising Matter.

Boise, Idano, Eimo, Gordon & Co. Reliable Distributers and Sign Tuckers. We pay rent for our locations and can guarantee.

Cincinnati, O. Pop. 350,000 Unexcelled Distributing Service. W. H. Steinbrenner, 811 Vine, Cincinnati

Chicago, Ills. J. A. Clough. Contracts solicited for the distribution of all legitimate advertising matter in Chi-cago and suburban towns.

Scranton, Pa., 654 Deacon St. J. H. Beltz, member I. A of D., samples put out, circulars distributed, signs natied up. Work is guaranteed. 200,000 people in Lack-awanna County.

Jackson, Ga., C. A. Henderson & Co. Member I. A. of D., advertising agents, Territory: Adlanta, McDonough, Griffin Locust Grove, Jackson. Fiantila. Macon, Forsyth and Barnesville, includes population of 175,000.

When you write, mention Bitthoard Advertising.

#### DISTRIBUTORS' DIRECTORY.

Grand Rapids, Mich.

Newport, Ky. G. H. Otting & Sou, Bill Posters and Dis-tributors, 608 York street.

Paterson, N. J., Population 98,000.
Abram H. Post. Distributor, 48 Hamburgh Williamsport, Pa. S. M. Bond. Distributor.

Pittsburg, Pa. Pop. 500,000.

Established 1892.
The "TWIN CITIES" Distributing Agency,
DISTRIBUTORS,
Office 6, Sixth St. Branch, ALLEGHENY.
J. T. HUDSON, Manager.

Mattapan, Mass. D. L. Cushing, Circular Distributor and Gen. Advertiser

Menomonie, Wis.
Flint & Thompson,
Circular pistributors. References furnished. Rates sent on application. a6 Milford, Mass. Pop. 9,000. E. R. Negu , Dis ributor. 337 Main St.

Rochester, N. Y.

The J. E. Stroyer Co., 114 Weld St., bandler all classes of advertising matter, from a hand-bill to a circus program. No botch work.

#### EXPERT AD WRITERS

Blaney, Wm. E., Box 290, Haverhill. Mass. Boardman, M. F., 2554 Emerald St., Philadelphia, Penn. 197

Cutler, John, Newton, Mass. 197 Bates, Charles Austin, 1413-1415 Vanderbiit Bldg. New York, N. Y. Barless, C. J., Rose, N. Y.

Bond, of Boston, 16 Central Street. Curran, R. L., 111 West 34th st., New York, N. Y. Day, Chas. H., Whitneyville, Conn.

Fowler, Nath. C., Tribune Building, N. Y.
Marston. Geo W., Portsmouth, N. H.
Moses, Bert M., Box 283. Brooklyn, N. Y.
Newitt, J. C., Stimson Bldg, Los Augeles, Cal.
Patterson, Will J., 125½ W. 3d Los Augeles, Cal.
Scarboro, Jed, 48 Arbuckle Bldg, Brooklyn, N. Y. Star Ad-writing Bureau and Advertising Agency, Washington,

. C. Wm. A. Hungerford. I. P. Darrell. tewart, W. C., 4114 Elm Ave., Philadelphia, Pa Vard, Artemas, Lincoln Bldg., Union Sq., N. Y Vilder & Co., 621 Market st., San Francisco, Cal, Woolfolk, Chas. A., 446 W. Main voolfolk, Chas. .... street, Louisville, Ky.

Theatre Ticket Printers. F. Ansell, Mfg. Coupon Theatre Tickets and iagram Ticket Racks. Lowest prices. Always a time. No mistakes. 155 Washington Street.

#### STREET CAR ADVERTISING

Advertisements under this heading \$1.50 per year, in nonpareil. In bold face type, \$3.00 per year. Display 25 cents per tine. dvertisements amounting to \$1.50 and over, include a year's subscription free

sheville Advertising Agency, P. O. Box 17, Asheville, N. C. Barron G. Collier, Times Bldg., N. Y. Cole Bldg, Memphis, Tenn.

roadway Advertising Co . Hugh J. Grant, pres. 261 Broadway, New York City. Mark D. Batchelder Co.. 381/2 Marietta Street, Atlanta, Ga.

Also Savannah, Ga., Charleston, S. C., Richmond, Va., Peoria, Ill., St. Joseph, Mo., Dubuque, Ia. O. J. Mulford, Hammond Building, Detroit, Mich. Western Adv. Co., 316 Union Trust Building,

O. J. Mulford, Hammond Building, Detroit, Mich Western Adv. Co., 316 Union Trust Building, St. Louis, Mo.
Sam. P. Ferree, 231 Broadway, New York City
Manhattan E. R. Advertising Co., 33 Murray st.,
New York City.
M. Wineburgh, Times Bldg., N. Y.
M. Wineburgh, Jr., 164 Bank st., Cleveland O.
Wyndham Robertson, Dallas, Tex
The Acton-Burrows Co., Toronto, Ont.
When you write mention. \*\*Bullycart Adventises\*\*

#### POSTER PRINTERS

Advertisements under this head \$1.50 per year, in year in nonparcil. In bold face type, \$3.00 per year. Display advertisements not exceeding 7 times, twenty-five cents per line.

Advertisements amounting to \$1.50 and over in clude a year's subscription, free.

Calhoun Printing Co, Hartford, Conn Calvert Litho Co, Detroit, Mich Cameron Show Printing Co, 57 Ann, New York Central City Show Printing Co, Jackson, Mich Central Litho and Rng Co, 1406th ave, New York Central Show Printing Co, 143 Mouroe, Chicago

Carqueville Lithographing Co., 75
and 77 La salle Ave., Chicago
Correspondent Show Printing Co, Piqua, Ohio
Courier Printing Co, Brantford, Ontario
Courier-Journal Job Rooms, Louisville, Ky.
Courier Show Printing Co, Buffalo, N Y
Cox's Sons, John, Gay and Pratt, Baltimore

Dando Printing and Prolishing Co.. 34 S. 3rd St., Philadelphia, Pa. The Donaldson Litho. Co., Cin'ti, O. Eichner & Co., Baltimore Enquirer Job Print. Co., Cin'ti, O.

Francis & Valentine, 517 Clay, San Francisco
Free Press Show Print., Detroit.
Fox, Richard K, Franklin and Dover, New York
Gillin Show Print, 132 West 14th, New York
Goes' Litho Co, 140 Monroe, Chicago
Gt. Am. Eng & Print Co, 57 Beekman, New York
Great Western Printing Co, 511 Market, St Louis
Greve I tho Co, The, Milwaukee, Wis
Haber, P. 4., Fond du La?, Wis
Hasselman Printing Co., Indianapolis, Ind
Hatch, C R. & H. H., Nashville, Tann

Hennegan & Co., Cincinnati, Ohio. ordan Show Printing Co., 128 Franklin, Chicago ournal Job Rooms, Columbus, O.

Libbie Show Print. Boston, Mass. Lick Show Print, Fort Smith, Ark Lick Show Print, Fort Smith, Ark Liebler & Maass, 224 Centre, New York Mauberret's Printing House, New Orleans, La. Metropolitan Printing Co. 222 W. 26th, New York Miner Litho. Co The H. C. 342 west 14th st. Miner Litho. Co The H. C. 342 west 14 New York, Morgan, W. J. & Co., St. Clair, Cleveland Morrison Show Print, Detroit, Mich. National Printing & Eng. Co., Chicago Orcutt Litho. Co. Chicago

The Penn Printing and Publishing The Penn Printing and Publishing
Co., 605 Sansom St., Philadelphia
Pioneer Printing Co., 214 Jefferson, Seattle, Wash
Planet Show Print, Chatham, Ont., Canada,
Richardson & Foos, 112 4th Ave, New York
Riverside Printing 'o., 216 3rd, Milwaukee, Wis
United States Printing Co., Cincinnati
What Cheer Show Printing Co., Providence, R. I.
Winterburn Show Print., 166 Clark, Chicago

FORMULA and complete directions for making a Hectograph 10c. PETREE PUR (O., Reighen, Ala.

#### MURAL SIGNS AND PAINTED BULLETINS

Advertisements under this head \$1.50 per year in nonparcil In bold face type, \$3.00 per year. Display advertisements not exceeding 7 lines, 252 per line. Advertisements amounting to \$1.50 and over include a year's subscription free.

BOSTON, MASS.

BOSTON Advertising Co., 8 Bromfield st.

BROOKLYN, N. Y.

The New York and Brooklyn Adv. Sign Co.,
DeKalb and Hudson aves.

Thos. A. Skidmore, 640 Halsey st.

CINCINNATI, O.

The John Chapmn Sons Co., 19 Longworth st.
Dilt's Advertising Service. 312 Coleman st.
Ph. Morton, 333 west Fifth st.

CHICAGO, ILLS.

R. J. Gunning, Wabash ave., cor. VanBuren st.
Bour & Company, 59 Dearborn st.
F. M. Lewis & Co., Temple Court
Thos. Cussack, Blue Island ave. and Throup st.

CLEVELAND, O.

Bryan & Co., High and Middle Sts.

DENVER, COL.

DENVER, COL.
The Curran Bill Posting and Advertising Co. The Curran DETROIT, MicH.
DETROIT, MicH.
Walker & Co., 43 Rowland st.
Walker & Co., 45 Rowland st.
Walamazoo, Mich.—J. E. Mclarthy & Co.

LEXINGTON, KY.

I. H. Ramsey & Co., 137 east Main st.
LOUISVILLE, KY.—Heverin Bros.
NEWARK, N. J.—Newark Bill Posting Co.
NEW YORK, N. Y. C. S. Houghtaling, 3 Park Place.

8am W. Hoke, 107 W. 28th st. Unexcelled Advertising Co., 46 Vesey street

Unexcelled Advertising Co., 46 Vesey street OMAHA, NEB. Thos. Mulvihill, 1512 Harney st. OSHKOSH, WIS.—John R. Williams. PHILADELPHIA, PA. American Advertising Sign Co., 1336 Race st. Wm. Johnson,

PITTSBURGH., PA.
G. G O'Brien.

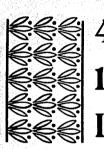
Arthur M. Piato. S. I. Stone, 506 Commercial st. SCRANTON, PA.—Reese & Long Adv. Co. it. Louis, Mo.
W. F. Williamson, 113-115 N. 6th street
Huiest & Stout Adv. Sign Co.
R. J. Gunning,
CORONTO, CAN.—Toronto Bill Posting Co.

The Acton Burrows Co.
VANCOUVER, CAN.—The Acton Burrows Co.
WINNIPEG, CAN.—The Acton Burrows Co.
BRANTFORD, CAN.—Chas. M. Smith & Co.

Do You Intend to Advertise in

# SAN FRANCISCO?

350,000 Population.



44,000 Lineal Feet Fencing, 10 and 20 Feet High, Licensed and Protected.

... IF SO, ...

# SIEBE & GREEN

OWN THE ...

BILL POSTING

AND ....

PAINTED SIGN PLANT.

Address, 11th and Market Streets.

# THE BILLBOARD.

Vol. IX., No. 1.

CINCINNATI, FEBRUARY 1, 1897.

PRICE 10 CENTS PER YEAR, \$1.00

Dosters!

Commercial, Circus, Theatrical.



LARGELY INCREASED FACILITIES FOR 1897.

HENNEGAN & CO.

Poster Printers. Cincinnati.

BEER ON THE BILLBOARDS. the domust

BY \$AM W. HOKE.

If there is any one article of commerce that appeals to every class and kind of people, that article is Beer. There are people, of course, who don't drink beer; there are some people indeed who do not eat meat. So I can't truthfully say that everybody drinks beer.

But beer is the drink of the masses, and it is the drink of the great middle classes, and, in bottles, it is not despised by the millionaire, who frequently prefers it to champagne. Everybody but the teetotaler drinks beer.

Now when the brewer begins to figure out some way by which his beer can be made known to and liked by every possible customer, it is only natural that he should turn to the billboard in preference to all other mediums.

The billboard is read by all the wealthy classes—they can't help it, unless they are blind; these people also read the newspapers, some newspapers, of course. The billboard is read by all the great mass of humanity known as the middle classes, a good share of whom also read the newspapers, some newspaper, some time during the week. The billboard is also read by the poor, the very poor, the people who seldom if ever see a newspaper; but they all drink beer—if they drink at all.

The usual reply by the average brewer when solicited to do advertising of most any kind, is that he must have the saloon keeper, that "no matter how much my beer is called for, the saloon that belongs to my competitor will not sell my beer." Certainly not. But the beer that is made popular is the one that has the call with the most saloon keepers; the ones whose trade is the most worth having are the ones that are going to flock after the brewer whose beer is most called for

And this is where the billboard helps the brewer at both ends; it hits the drinker and the seller of the beer, and if the poster is a good poster it makes the saloon keeper want the beer almost as much as it affects the consumer. And after a dozen or so of his regular customers have asked for Gugenheimer's beer, "because that dandy poster girl says it is immense," the saloon keeper begins to think that he had better make arrangements to handle that beer,

All saloons, however, are not bound to a special brewer, and those that are not, are quick to lay in goods that are frequently called for, and that seem to deserve their popularity.

The brewer who does begin to use posters should not expect them to do everything; the poster, if it is the right kind, will pave the way; it will make the consumer want your beer, and it will make

the dealer want to sell your beer, but you must be ready to help the ad along; give it a helping hand by putting on extra forces of salesmen, canvas the trade thoroughly, tell them what you are doing and what you intend to do to help them if they sell your beer. The average consumer won't insist on having your beer at first, until he has had a chance to become acquainted with it, so you should use every legitimate endeavor to get your article on sale at the very first, so far as possible

gested that this is better than "rubbing in" dry, because the paper needs some moisture to soften it and allow it to lay close to the board while the paste sets.

Klaw & Erlanger, who announced last month that the billboard must go, so far as they were concerned, have a play on this month at Wallack's Theatre here. As the bill posters have no grievance against Wallack's, Messrs Klaw & Erlanger magnanimously allow this attraction to be billed.

report seemed all that was necessary. But my friend Plummer, of Asheville, who is working on the International schedule, wanted to add in all the visitors, which shoves another cent onto his rate; and Bally Carroll says that all the suburbs belong to Albany, and swell the popula-tion to the 12c. mark. And George Castner says "Census be hanged, Syracuse has 130,000", instead of the measly little 85,000, as the government counters claim. The humorous part of the Castner claim comes in the fact that he was rather indignant that I should ask his rate when I had his beloved The Bill Poster to consult. And it was only when he called on me the other day that I knew his census ran

populations of the towns, same as the plan

adopted by the International and the As-

At first glance this plan looks as simple

as can be, and it would seem that there

were no further need to write to an asso-

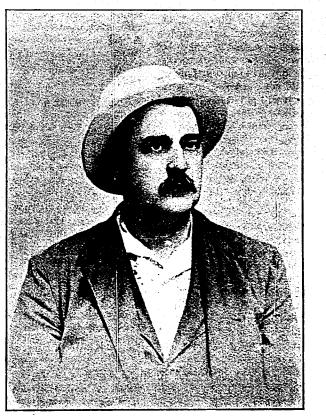
ciation member asking rates. A census

sociated Associations.

so far above the government's.

Mr. A. L. Force, of Plainfield, N. J., made me a rate of 4c for 15 days and 12c for 30 days, which he claims to be regular association rates. I don't know what association I am sure.

But the Canadians seemed determined to avoid these difficulties; they provide that if the population shall have materially increased since the last official government census the member from that town may obtain a certificate from the town clerk, showing the population as taken by the assessor, and forward it to the secretary for consideration by the executive committee.



JOHN CHAPMAN, Cincinnati, O.

In spite of the great competition in the business, still there is a good margin of profit in beer, and the brewer who will devote half of this profit for a year to a judicious use of the billboards will be surprised at the extraordinary results in increased sales, not only during that year but for subsequent years.

The season is again upon us when frozen paste on the surface of posters renders some very beautiful designs unreadable. This could not only be avoided but paste could be saved at the same time, by carrying a pail of clean water and an extra brush, to "rub in" with. It has been sug-

Competition in New York City has done more toward popularizing bill posting than any other one thing. Each of the bill posters has striven to out-do the others in locations and in well built boards, and the advertisers are attracted to the service on that account. And still there are people who will say that the oldest and strongest law of trade does not apply when it comes to bill posting. On the first of January a year ago, the bill posters here increased their rates, and it seemed that their business boomed all the more on that account.

The Canadian Bill Posters' Association have adopted a scale of prices, basing on

Editor of THE BILLBOARD:

My attention has been called to the fact that Ed. Stahlbrodt has been shipping out paper to the International members, and deducting 16% per cent. on all sums of one dollar and upwards. I wish to call the attention to Article XIX.

COMMISSIONS.

Middlemen, advertising agents, poster printers, and bill posters shall receive commissions on all paper sent out for general posting, provided they have personally solicited and secured same, and have worked out the necessary detail incident to its general distribution. Commissions:

ns:
10 per cent. on all sums under \$5.00.
12 " of \$5.00 to \$10.00.
16% " over \$10.00.

International members are requested to live up to this schedule, and report any variations to P. F. Schaefer, President, 395 West Harrison St., Chicago, Ill.

Yours truly, CLARENCE E. RUNEY, Secretary.

D. R. Talbert, advertising agent of the California Fig Syrup Co., writes us that he cannot get along without The Bill, BOARD, and encloses his subscription.



We will soon change the name of BILL-BOARD ADVERTISING to THE BILLBOARD.

J O. Hearn, of Carbondale, Pa., also covers Forest City, Vandling, Mayfield, Jermyn and Archbald, adjacent cities.

Hamilton-Brown Shoe Co., of St. Louis, will shortly inaugurate a great campaign. They will deal direct with bill posters and cover the entire country.

The E. E. Sutherland Medicine Co., of Paducah, are contemplating advertising heavily on the billboards and have started right by subscribing for THE BILL-

Mr Saville Johnston, of 104 Broad St., Boston is thinking of covering New England with twenty-four sheet stands, and would like to hear from bill posters in

Fred. T. Alder, 24 W. 22d Street, New York, is an advertising agent who occasionally sends out some posting. It would be well for bill posters to get their names on his list.

Tillmann & Bendel, Baking Powder, Spices and Flavoring Extracts, San Francisco, are about to advertise extensively on the boards and by signs. Their efforts will be confined to the west.

Albert Weber, of New Orleans, writes that Van Buren & Co., of New York. sent him in January quite a large consignment of paper. If "you stick to me and I stick to you" that paper should have gone to Garlick.

Barnes, of the Southern Bill Posting Co., of Knoxville, Tenn., was a BILL-BOARD ca'ler Jan. 22. He reports that the Southern now owns the boards in all towns on the E. T. V. & G. R. R., between Chattanooga and Morristown.

"The value of Poster Advertising" a beautiful brochure sent out by the Dando Art Print, 34 South 3rd St., Philadelphia, will make many converts among advertis ers. Bill posters who are thinking of getting up an enclosure for letters should send a two cent stamp for a copy.

If any of our readers possess a complete file of BILLBOARD ADVERTISING which they care to part with they can obtain a handsome price for it by communicating with us. We also want copies of November and December, 1894. Any one having either in their possession will please address us stating price they hold them at.

Bill posters who are really anxious to give commercial advertisers their best efforts will never post the same stand in nals is an evidence of very bad taste.

the same place twice in succession. When it is necessary to renew, do so with some one else's paper and give the stand needing renewal a new location. The work of course has to be relisted but it is worth

A circular which is now being sent out to bill posters by the International Ass'n of Distributors possesses peculiar interest for every knight of the paste brush who adds to his income by distributing. Every bill poster who does house to house distributing will be deeply interested. If you have not received one address, with stamp, W. H. Steinbrenner, Str Vine St., Cincinnati, O.

W. J. Morgan & Co., of Cleveland, O., deny that they have issued a circular letter stating that they wished to deal direct with bill posters. They wish us to correct the article appearing in our January issue They did not authorize the paragraph and fear it will put them in a bad light with the bill posters. As a simple matter of justice to the gentlemen we would state that the paragraph was sent us by a correspondent and accepted by us in good faith. As it was news of interest to bill posters we published it, we can only say that we deplore the incident greatly.

The Capital City Bill Posting Co., 52 State St., Albany, N. Y., expect to handle considerable paper for general advertisers, and would like to hear from bill posters in all sections with terms, etc. They have applied to the International for a sanction as solicitor. They also suggest that bill posters in general will do well to dwell at greater length upon the merits of their specially good locations.

They advise a description of the board, points of interest in the neighborhood and above all things a careful estimate of the number of people who pass it daily.

The Bill Poster for January is before us much improved typographically and in its general make up. It is a very handsome publication, indeed, in its present form. Our English cousins are to be congratulated on the change.

The editor is very amiable over the appropriation (to use a mild term) of his title and abandons all claim to priority, The fact is, however, that neither of the parties on this side were aware of the existence of the Pontiac or Kalamazoo publications until the recent controversy

After both the aforesaid publications had been abandoned the English paper came into existence and had built up quite a circulation in America. This is a fact which cannot be denied, and the continued use of the title by the American jour-

We have received numerous communications of endorsement relative to our article on the Canadian tariff on posters, but up to this writing we had no word from the officers of the Canadian Association. A petition would be inexpensive and it might do a great deal of good. It would be stronger and more effective if it emanated from the Canadian organization, but if they do not care to take the matter up, we will do so.

Every bill poster in Canada would be benefitted by a reduction of the duty to a just and equitable figure and the poster printers would not suffer the loss of a dollar's worth of business.

Joseph Auld, in January Fame tells at great length what he does not know of the value of posters.

Chamberlain Barhydt & Co., city bill posters at Peoria, Ill., recently run foul of the Building Inspector of that city. It seems that they attempted to erect a bill board in violation of an ordinance. and when ordered to stop defied the authorities. Their men were arrested bailed out and set to work again; re-arrested bailed out, etc., until four separate cases had been rolled up against them. A magistrate fined them \$25.00 and costs in each of the cases. An appeal was taken to test the constitutionality of the ordi-

The Encyclopedia of / dvertisers, compiled and published by the Publishers Guide Co., of St Paul, Minn, is a handy and useful little book that ought to be in the hands of every bill poster in the country. It contains a list of over 4,000 general advertisers together with their addresses and their ratings. A mere glance suffices to ascertain'those that are good and those that are dead beats, those that pay promptly and those that are slow. It costs but one dollar and is easily worth ten times that amount for circularizing purposes. The prices includes the Publishers' Guide for one year, which gives a list of new advertisers monthly. Remember the price, \$1.00. Send it to the Publishers' Guide Co., 391 Minnesota Street, St. Paul, Minn. It is really a good thing.

It is only a matter of a short time before service will have to be re-classified. It is already badly needed. Advertisers who go about and pick out the locations they desire in advance, ought to pay for the privilege. Such services cost the bill poster considerably more than the ordinary run of the boards. In many instances his boards are unoccupied for several days in order to accommodate his client. Newspapers charge from 20 to 40 per cent. advance for preferred position, and service of this kind on the boards is equivalent to the same thing. It should be termed 'selected service.' We would then have three different kinds of service. viz.:

I-Selected service protected and renewed. 2 - Run of boards protected and renewed.

3 Spotting and sniping unguaranteed Circuses would then see plainly that they were not unjustly discriminated against, and it would be a good thing all around. This matter should be taken up at the next convention.

#### TIPS.

Every bill poster should communicate at once with the following firms if only to send them a circular and list of locations. They are all posting: D R Talbert, 116 and 118 Randolph St., Chicago,

Herman Justi, Tennessee Centennial, Nashville.

Minu.

Heiutz & Co., Pittsb 1rg., Pa.

Dr. G. N McLen, Huntington, Ind.

Pillsbury Milling Co., Minneapolis, Minn.

Evans Chemic II Co., Cincinnati, O.

Anheuser-Busch Brewing Co., St. Louis, Mo.

Moerlein Brewing Co., Cincinnati, O. perlein Brewing Co., Cincinnati, O. bst Brewing Co., (write A. Cressy Morrison), Milwaukee, Wis.

Milwaukee. Wis.

Waverly Bicycles, (write G. H. Haulenbeck, Agency). New York.

Ceraline Mfg. Co., Indianapolis, Ind.

Cobb, Bates & Yerxa. Boston, Mass.

The John Kauffman Brewing Co., Cincinnati, O. Michigan Corset Co. Jackson, Mich.

The Athlophorus Co., New Haveu, Conn.

Peets Br.s. Mfg. Co., Kansas City, Mo.

American Tobacco Co., 507 W. 23d, New York.

Coca Cola Co., Atlanta, Ga.

Booth's Inhaler Hyomei

American
Coca Co., Atlanta, Ga.
Booth's Inhaler Hyomei.
E. E. Sutherland Drug Co., Paducah, Ky.
C. I. Hood & Co., Lowell, Mass.
Curtice Bros., Rochester, N. V. Stahlbrodt.
Campbell Preserving Co., Camden, N. J. Gude.
Tarrant & Co., New York City.
Woalson Spice Co., Toledo, O
New York Journal. Write Gillam & Shaunnesy,
13 Astor Place, New York City.
Cincinnati Southern Railroad. Write Burl B.

Cincinnati Southern Railroad. Write E Chapman, Cincinnati, O T. A. Snider Preserve Co., Cincinnati, O

Muscatine Oat Meal Co., Muscatine, Ia.
Wool Soap. Eastern bill posters write Munson,
New York.
Wool Soap. Western bill posters write Schafer,

New York.
Wool Soap. Western bill posters write Schafer, Chicago.
Wool Soap. Pacific bill posters write Ad-Signs Co., San Francisco.
Liggett & Myeis, St. Louis, Mo.
Beeman Chemical Co., Cleveland, O.
Swift's Specific Co., Atlanta, Ga
Bensdorf, Cocoa. Gude. New York.
Chicago Record. R. C. Campbell, Chicago.
New York World. New York.
Wheeler & Wilson Sewing Machines. R. C.
Campbell, Chicago.
Insecticide Co., Cincinnati, O.
Kenton Baking Powder Co., Cincinnati, O.
Dr. J. H. McLean Medicine, St. Louis, Mo.
The Caffo Celery Co., Palmyra, N. Y.
Pasteurine Gum Co., St. Louis, Mo.
P J. Cannon, 76 Fulton St., Few York.
H-O Co., Park Place, New York
Powell. Smith & Co., Kingston, N. Y.
Walter Raker & Co., Dorchester, Mass.
Gillies' Coffee.

Purely Personal.

Zack Hot filer, of Hoeffler Bros., managers of the Mankatotheatre, recently amalgamated with C. H. Greible, Jr., the scretary of the Minnesota Bill Posters Association, under the title of The Bill Posters Association, under the fille of The Mankato Bill Posting Co. The new firm writes as follows, viz: "We control all desirable locations in Mankato and surrounding towns we have a population of 15,000 and things look bright for the new year. Mankato is the wheat center for the new year. Mankato is the wheat center of the United States, and we now have the best one night stand in Minnesota in the show business. We have made new leases for advertising space near new union depot one stand 300 feet long will be placed just as soon as weather will permit. We will make a specialty of paint stands. A regular bill posting wagon will be a new addition in March. We have just finished to toxto hand painted stands in color poster style for the Hart Shoe Co. We get to cents per-square foot for this kind of work. We are not members of the International Bill Posting Association, but will be as soon as our application is accepted.—

The will of J. Q. A. Chapman, the veteran bill poster of Cincinnati, disposes of a \$100,000 estate, but no mention is made of his son Burrell. He was on good terms with his father, and the remaining members of the family, but is not given a cent. Burrell. With the convent of all convents. one each to Curran. Sentings.—J. G. Clause and Curran. Colorado Springs.—J. G. Clause Plattsmouth, Neb. owns the boards at that point Plattsmouth, Neb. Jouis, attended the Inter-—P. G. Stont of St. Louis, attended the International Meeting at Cincinnati, January 5th and 6th —Chas A Raudenbush of Mt. Carmel. Pa., will soon join the International. —E. Moreland. Semerset Center, Mich., is an enthusiastic admomerset Center, Mich., is an enthusiastic admirer of The Billhoard — Geo P. Rowley of Le Roy, Ills., is highly endorsed and recommended as an experienced and reliable hill poster.—The Attica Bill Posting Co., box 277, Attica, Ind., is a new one.—P. E. Munroe. City Bill Poster at Oswego. N. Y., also deals in Canadian unleached ashes, one of the best known fertilizers.—Frank R. Stone of Middleburg. Bill Poster at Oswego. N. Y., also deals in Canadian unleached ashes, one of the best known fertilizers.—Prank R Stone of Middleburg, Vt., has invented a patent billboard that looks practical.—Aligos Bros. of Higginsville, Mo, have 500 feet of boards, the population is only 5000.—Rd. I., Brennan of Mt. Carmel, Ills., has announced his intention of joining the International Bill Posting Association.—H. Bossemeyer, box 105, Superior, has made application to the International Bill Posting Association.—The W. D. Husted Adv. Co., of Mansfield, Pa., is a new venture at that point. See the Advertisement in another column.—J. F. McNay, of Hot

rings, S. Dak., offers 25 per cent, commission all work he receives from bill posters whose mes appear in The Billhoard — H. E. Root Laramie, Wyoming, assures us that he is a cat admirer of The Billhoard — James F. diec of Dubuque, has a motto on all his letter att admirer of THE BILLBOARD — James F. fice of Dubuque, has a motto on all his letter ads. "A place for every bill and every bill in place," not half bad when you think it over.— Jas. P. Bates is Batavia's (N. Y.) bill poster.—E. Moreland, Somerset Center. Mich., says never missess a single copy of THE BILLBOARD matter where he is.——F. A. Koppe of Logan, is some the boards and manages the course matter where he is, —F. A. Koppe of Logan, to, owns the boards and manages the opera ise at that point. —T. S. sempson & Sou of oria, Ore.con, have filed their list of holdings in the secretary of the I. B. P. A. —C. F. Criptof Athens. O., is considering uniting with International Bill Posting Association. the International Bill Posting Association.— Fred, Griffing, tax collector at Woodstock, Ills, will start a bill posting plant in that city just as soon as he is accepted by the International Bill Posting Association.—Bill poster W. R. Maguire of Thomaston, Coun., has been going through a Day he cut his lett hand on a broken lamp chimney and it was supposed at that time that all the pieces were removed, two weeks later an operation was performed and a piece of glass one inchong was found and removed. The hand did not feel right, however, and in spite of the physicians protests that all the glass was out. Mr. Magire insisted that there was more to be gotten out, and at last had an X-Ray taken, which showed two pieces of glass deep in the wound. The next day two surgeons started to remove it and after 45 minutes cutting, found one of the pieces, but the other was too deep and after two and a

next day two surgeons started to remove it and after 45 minutes cutting, found one of the pieces, but the other was too deep, and after two and a half hours work gave up and the glass is still in the hand. A second N-Ray picture reveals the glass in a somewhat different position, and the surgeons advice is to keep the hand quiet until the wounds, made in the operations, are healed, and then take a third picture, by the aid of which it is hoped the piece can be found. In the mean time Mr. Maguire is totally disabled, but the bill posting in Thomaston is going on just the same, as Mr. Maguire has experienced men who can do the work —R. K. Brown of New Albany, Ind., is thinking of joining the I. B. P. A.—Knight & Gordon of Winterset, lowa, have 500 feet of boards and a mile of fair ground fencing.—W. D. Hurst of Middlesboro, Ky., will soon put up a line of boards at that point.—C. R. Rowland of Augusta, Ga., has a nice run on local commercial work,—Chas. P. Miller, the well known poster salesman, has gone into partnership with Edgar J. McIn yre at Albany, N. V. M. P. Kingsley, bill poster at Rutland, Vt., is a recent subscriber of The Bill-Looald.

M. P. Kingsley, bill poster at Rutland, Vt., is a recent subscriber of The Billboard. He is a painter and decorator.—The Circuit Bill Posting Co of Thibodaux, La, send in the following: "We are pushing all of our local merchants, in the 15 towns of our circuit, to use the boards. We are to erect a lot of new boards for the spring We can now use 800 sheets in Thibodaux. The smallest town of our circuit is 2000. We are posting three-sheets for Ellis Brand's Sons, also oursheets; three-sheets for Hauan Shoes; one-sheets for Gold and Silver Brand of Shirts; one-sheets for Mrs. A. J. Trone. Millinery; Tacking signs for Illiam Brown Shoes and for Schmick & Newman; Distributing for Dr. Miles, Elkhart, Ind. We also control all theatre programmes in our circuit."—"Hang your banners on the outer wall" is the way C. O. Schultz, Brazil, Ind. has it on his letter heads.—Chas. E. Long of Marceline, Mo., expects to start soon in the bill posting business—Wm. Cook, Fulton, N. Y., besides being a bill poster runs the baggage and express line.—Danvers. Mass., has an enterprising bill poster in W. W. Wakefeld. He also owns boards in Georgetown, Topsfield and Middetown.—The McLauthlin-Floto Bill Posting Co., of Cripple Creek, Colo., advertise that they have boards in Colorado Springs.—W. L. Mildum & Co., of Yonkers, N. Y., have issued a new location list that is very attractive. The arrangement is especially pleasing and bill posters in general can adopt the idea with profit.—According to George Cramer, the population of Carlisle, Ph., is to,000—H. C. Oury Says he is

According to George Cramer, the population of Carlisle, Pa., is 10,000—H. C. Oury says he is the only licensed city bill poster at Terrell, Tex.—Ben S. Thiess of Birmingham has secured the contract to bill the Birmingham Mardi-Gras Carnival.—Whitmier, of Buffalo, says he is tired of associations.

Advertising Agents.

A correspondent draws attention to the above question, which is one well worth disc What constitutes an advertising agent? "The middleman who comes between the advertise seem to be the simple answer to such a question But when the advertiser employs no middleman, at sends out his work direct, is he to be looked upon as an "advertising agent"?

It is a growing difficulty for bill posters to decide who is an "advertising agent." Is a man entitled to be called such who acts as the representative of one firm, and one firm alone? If so, is he entitled to a commission? We feel compeled to answer both questions in the negative tive of his firm, is already paid by his firm for what he does for them, is instructed by his firm to spend a certain amount of money in a certain way, and is not an agent at all: nor is be entitled io a commission. The newspapers have had to light this question for years past, and they now generally require a very clear proof that an agent is acting in a bona-fide capacity as such, before they will allow him a commission. It is only recently that the question has assumed a

to be faced, and dealt with in some way, o things are now going, every advertiser will soon claim to be an agent.

BILLBOARD ADVERTISING.

The "agent" does something for his commission He is, properly speaking, what our American cousins call a "solicitor." He lays himself out to "solicit" work, to induce advertisers to use he spares neither time, money, nor effort in his endeavours to secure that the advertisers' appropriations are spent on bill posting. Sometimes he is doing this for months, and even for years, before his suggestions and his efforts bear any frui at all; and, occasionally, they never do so. A other times the firm is moved by his arguments to take action on the lines he suggests, bu steals his plans and puts them into operation or their own account. Is it, then, fair that a partstep in and reap the benefit of the seed so carefully sown? When success does crown the agent's efforts, he is fully entitled to a fair reward, and no bill poster will grudge him his commission he has fairly earned it, he has saved the bill poster perhaps the expense of employing an agent to have such a one voluntarily undertaking the work and being paid by results, rather than he should himself have to send a man to attempt the same thing, who would have to be paid whether he succeeded or not. The partner or employee or agent of the firm itself has had none of this work, and is not entitled to the same payment as the agent or solicitor of the bill poster Then, again, there is the question of security.

The agent takes the risk. There have not been

wanting cases where the agent has failed to pay.

but that does not affect the principle. agent sends the paper out, the bill poster looks to him for the money, whether he himself re-ceives it or not, and although the agent will exercise all care and diligence not to give credit without doubt he does run a certain amount of risk, and that risk should be fairly met by an allowance on the part of the bill poster of some concession as to price which will cover it. Does the man who acts for the firm of which he is a partner or employee run any similar risk which entitles him to be called an agent? Not in the least degree. He is not responsible, but only the firm on whose behalf he acts. In this sense again, neither he nor his firm are "agents. Again, the agent is an expert, or should be. If is not, the advertiser should not make use of him He has studied the matter and has had a large experience which has cost him something. He places at the advertiser's disposal this valuable advertiser anything, but it enables him to put contracts before the bill poster in an intelligible form The partner or employee who sends work out direct from the firm is often a mere tyro giving the bill poster a vast amount of tro by his lack of rudimentary knowledge of the of the inspection which all efficient agents under take at their own expense, and of the clerical and other labor required in sending the contracts out, but we contend that the com such is well earned, but the firms who send out their contracts direct are not entitled to be treat ed as agents. They are to all intents and purposes principals, and should not be paid any is based on the assumption that the price quoted to the middleman is the same as that que the firm who do their advertising direct. If it is not so, and if the price quoted to the firm is more than that quoted to the middleman, the whole question bears a different aspect. We think it should be more. In our judgment the advertis ing agent or middleman who finds the work for the bill poster is entitled to the very lowest terms, but each and every one of them should be accorded the same terms; there should be no difference made between one middleman and another. Then, if to the direct advertiser slightly increased charge is made, there can be to reason why a discount should not be given, say a progressive discount within certain li a larger quantity or for a longer period or for We consider this subject is both importan

If a poster is a good advertisement, a painted bulletin or a mural sign must be to guess the honr he breakfasted.

and interesting, and shall be glad to have our

renders' opinions upon it next mouth.—Bill Post

er, London, England

#### AND REPORTED TO A STATE OF THE Poster Printers LOCAL DIAME

Erie got the Walter Maine work again.

Frances & Valentine, of San Francisco, were partially burned out Dec. 28.

Geesaman & Murphy, of Minneapolis, printed the Washburn & Crosby posters.

It is said that Leibler & Maass will soon be on their feet again and in better shape

Hennegan & Co., of Cincinnati, have added largely to their line of poster type, especially lower case.

The Great Western got a liberal slice of the Ringling work this year. Edwards is making the big plant boom.

The Enquirer Job Printing Co., of Cincinnati, were uncomfortably close to a disasterous conflagration recently but escaped without even being singed.

The annual meeting of the stockholders of the Strobridge Lithographing Company was held at the office of the company on lanuary 11th. Directors were elected

The Donaldson Lithographing Co., of Cincinnati, have just issued a new catalogue of their syndicated posters. It is the largest book of the kind ever printed.

As the Show Printers' Association is dead, it would seem that the best thing the poster printers can do is to unite with the International Bill Posting Association.

Dando is sending out an advertising booklet that is about the best thing in its way we have yet seen. It is called "Value of Poster Advertising" and besides the illustrations contains some very potent arguments in favor of the pictures on the

The Springer Litho. Co., of Columbus, O., is a new one. They will make a strong bid for circus and theatrical work. The Springer is not John Springer but a Columbus man. Goldsmith formerly of the Diamond Litho. Co., of Minneapolis, is identified with the new venture.

Much comment is heard among managers of specialty and burlesque shows over what they term coersive measures instituted by the Miner Litho, Co. Showmen of this class are given to understand that shows that patronize Mr. Miner's printing house are given preference at his theatres over those that do not.

The death of Commodore Tooker, some months ago, and the succession of his son to his interest, is now followed by another change, in the firm of the Metropolitan Job Print, of New York.

For years and years (some folks would say for centuries) Philip Dillon has, rain or shine, hot or cold, opened up this establishment along somewhere about six o'clock every morning; as he lived miles away, over in Brooklyn, no one ever dared

-The old gentlemen, now nearly So, will

have to find some other morning amuse ment in the future, as he has sold his interest to Mr. George Cook, and retired

H. I. Ireland, 925 Chestnut Street. Philad-lphia, has produced, in miniature form, a handsome pamphlet showing some of the best of his three-color art poster, absolute fac similies of the originals, the latter being 15 1/22 inches in size, with an assortment of nearly 200 designs to select from.

The posters are sold direct or through agents, who can buy them printed in blank and fill in the advertising matter at their home printing office, or Ireland will do the whole job, charging extra for the actual cost of composition.

These colored art posters are real nov-

elties, and if samples were shown to mer-chants and business men we believe they would go like hot cakes.

#### Personal Mention.

Huntley S. Turner, of Ayer, Mass. Poster Printer, has a business which dates from 1843, when it was originally founded by Geo H. Brown.

—C. W. Gindele, Treasurer of the Central Printing and Engraving Co., of Chicago, advertises "forcing languages of serial languages" and the serial languages. s "foreign languages a specialty"— the way we will wager the phra ny an order.——The California I der made by the Calvert Litho. Co. Folder made by the California Fig Syrap
Folder made by the Calvert Litho. Co., is a gem;
a great improvement over the one used last year.
—The acme of artistic printing is The Inland
Printer for January. If you have not seen it send
for a sample copy at once. 20 cents each Address The Inland Printer, Chicago, Ills



#### DONAT J. LEFEBVRE. Mr. Lefebvre, the subject of this sketch.

was born on the 2nd day of March, 1872, in a little hamlet near Quebec, Canada, but while still a babe his parents emigrated to Manchester, N. H., where he has since lived. After having obtained a public school education, he worked a couple of years in the cotton mills in that town but left there as soon a shoe factory was established. He got employment there, and after many vicissitudes he managed to learn the trade of shoe cutting, and to-day, should he feel disposed to return to that line, is able to do as good work as the best of them. In 1895, finding the work too confining and his health failing he entered in the distributing business as more remunerative, and if persistent effort to give prompt and honest service is a guarantee of success, then he is sure of a successful career, as none but the best work Besides his long residence in the city had enabled him to put out the work st to suit the advertisers, as he knows the city thoroughly. He is the Press Agent of the International Association and is working hard for its success Amongst his many patrons are the Wells Richardson Co., the Dr. Miles Medical Co. and the Birney Powder Co. He is al local agent for the Donaldson Litho. Co



The Renova Chemical Co., 66 Broadway, New York, will entertain offers for barn, wall and bulletin space. Write them.

Cobb, Bates & Yerxa, of Boston, are advertising Breakfast Food in a small way. They figure close but are prompt pay.

The G. H. Haulenbeck, agency, New York, place the advertising of the Waverly Bicycles. They intend to cover the entire country.

G. F. Heublin & Bro, of Hartford, Conn., are buying sign space for Apple Honey, a new article that they are putting on the market.

Ceraline Flakes, a food product manufactured by the Ceraline Mfg. Co., of Indianapolis. Ind, will paint throughout Ohio, Indiana, Illinois and Kentucky.

The Celso Drink Cure Co., are advertising a new cure for dipsomaina, called "Anti-potu." They are located in the Chamber of Commerce Building, New Vork

Salva-cea is beginning to appear the on eastern bulletin boards. This firm is also using wall space and barns wherever they can procure them. Sign Painters should write them.

"Hints on Mechanical Signs," by John Etch, in the Painters' Magazine for Ianuary is a timely and valuable article which should be read by all sign painters. 15 cents. Address William O. Allison, 84 William St., New York.

Aluminum leaf is coming into high favor with sign painters. It has a number of advantages to recommend it. It comes in large books, four by six inches and a book of it costs less than half the price of a book of gold leaf and goes five times as far. Aluminum leaf on yellow, cream, red or orange grounds is particularly effective.

Vol. 1, No. 1, of The Brush is before us. It is without doubt the most unique publication ever projected. The edition (special Christmas) consists of one copy. but is very handsome for all that. It is the work of the employes of Seibe & Green and published in their interest (?). It was on exhibition at the meeting of the Protective League and International Bill Posting Association and excited much interest and comment.

There is not a sign service shop in the country where it would not prove a welcome visitor and to that end THE BILL-BOARD proposes that it make a tour of the country. If agreeable Messrs. Seibe &

with the aid of another bottle of red mixture and an additional candle. This sign made such a orave showing that an envious rival cast about for means of improving on the sign. He hit upon the scheme of placing a bottle colored with yellow fluid beside the red one, and then surpassed his previous effort and carried all before him by placing a green bottle beside the vellow. The three made a sign that caught the town, and all the druggists quickly fell into line. The bottles were replaced with the handsome vases at present in use, and the druggist's sign was here to stay, to brighten the dingy streets of town and village. Few among the unfortunates who pass beneath

the three gilt balls into the sorrowful interior of a pawnbroker's shop stop to consider the meanng of the yellow sign. The pawnbroker's symbol came from the sign used by the Lombard bankers, who took it from the sign used by the Medici family of Florence. The founder of house had been a medicus or physician; his descendants became bankers and brokers, and the sign they adopted was based on the pills that nsed by their ancestors. As they had become rich in their calling, it was necessary that the pills should express something more than the mere decoctions of a physician, so they were done in gold and in that shape the three pills" can be seen swinging over the premises of every pawnbroker to-day. The golden pills were used as a coat of arms for the descendants of the Medici family, who became nobles, but it s not probable that any family of noble birth and up-to-date ideas has continued the use of three balls as its heraldic device.

Among the armies of unshorn individuals who on the poles stood for the white bandage with which the wound was bound up after the clumsy operator had drawn the prescribed quantity of ed fluid —Chicago Grocer.

#### Value of Dead Walls

Green may start it on its travels by mail-

ing it to Jas. A. Curran, who after exami-

tion may send it on to P. G. Stout. St.

Louis, and so on along the following route,

viz.: The R. J. Gunning Co., Wabash and

Van Buren Sts., Chicago, Ills.; Ph. Mor-

ton, 333 W. 5th St., Cincinnati, O.; Mel-

vin Sign Co., Detroit, Mich.; C.S. Hough-

taling, 3 Park Place, New York; Boston

Adv. Co, 8 Bromfield Place, Boston, Mass.;

O. J. Gude, 113 W. Broadway, New York;

Wm. Johnson, Philadelphia, Pa.; Reeve

& Fitzpatrick, 136 S. 8th St., Brooklyn,

N. Y.; The Acton Burrows Co., Toronto,

Ontario; G. G. O'Brien, Pittsburg, Pa.;

Bour & Co., 59 Dearborn St., Chicago, Ills.;

The John Chapman Co., Cincinnati, O.;

T. M. Lewis & Co., Temple Court, Chica-

go, Ills; L. H. Ramsey & Co., Lexing-

ton, Ky.; W. F. Williamson, 113 W. 6th

St., St. Louis, Mo.; Thos. Cussack, Blue

If Messrs. Seibe & Green will merely

start it off THE BILLBOARD will guarantee

that it will make the round safely. In

the meantime if there are any other shops

that would like to have a visit from this

unique and amusing wanderer we will put

Island, Ave., Chicago, Ills.

them on the list next month

Some years ago it was discovered that dead walls and roofs in this city had a value that the tax assessors didn't take into consideration, and the discovery developed a set of men who made it their business to secure options on all desira able spots and hold them for a rise in the market. The dead walls and roofs were in demand for lithographic advertisements ranging from Dr. Cureall's pills to the latest melodrama. There are scores of brokers now who deal exclusively in dead walls and advertising spaces, and some of them have grown wealthy in the business They keep a sharp lookout for all improvements in old buildings or plans of a new building that give promise of a dead wall, or of a temp d fence on which lithographs may be displayed. The bill poster buys the advertising rights on these places, and then he rents them out again at from 200 to 301 per cent profit to the theatrical agents or patent medicine men, as the case may be. For instance, a manager of a theater not long ago paid a bill poster \$125 a month for the right to advertise on a board fence around a big building that was being constructed in the rloin district. A bill poster who has grown old in the business said not long ago that there wasn't an available dead wall in New York that wasn't controlled by bill posters. Some of these energetic advertisers send agents all over the city at intervals to decorate every ash barrel with little dodgers that are known as "snipes."-New

#### Origin of Signs.

An interesting story is told in connection with the familiar red. yellow and green vases that brighten the windows of drug stores. The custom of placing them there originated with a apothecary who found himself one night minus the red light with which tradesmen of his class were accustomed to ornament their store fronts. To make up the denciency he got a bottle of red liquid and placed a candle behind it. The effect pleased him so well that he decided to improve it by placing a second red light in the window

daily seek the familiar red and white sign of the earber, few know the meaning of the parti-colors on the pole. Probably not one barber in a hundred could tell you himself what the colors signify. The origin of the sign dates back to the lays when bleeding was the favorite remedy of physicians. When a little blood-letting was precribed, the barber was the man to do it as he ined his business with that of surgeon. The barber's sign was adopted, as it is in exist. blood that the barber drew from his nationts in interest of the public health, while the white

#### Personal Mention.

Personal Mention.

The Milner Sign Co., are located at Wroming Iowa — J. E. Williams, of the R. J. Gunning Co. of Chicago attended the International Meeting at Cincinnati. — The Mankato Bill Posting Co. have instituted a painted bulletin service. — Sign painters should bear in mind that they are eligible to membership in the International Bill Posting Association: Clarence E. Runey is Secretary: his address is Waukegan, Ills., write him — Long Branch Adv. Co., make a specialty of road side advertising. — M. P. Kingsley, 48 West Street, Rutland, Vt., paints and posts in that city. — C. M. Smith & Co. of Brantford, Ontario, own and control 40,000 feet of art bulletins, all tongued and grooved — E. A. K. Hockett, publisher of the sentinel at Fort Wayne, was the highest bidder for the Court House fence in that city. It is purely a speculation with him but promises well — Armstrong & Mitchell, of Columbus, Ohio, style themselves "brush advertisers" — Reeve & Fitznatrick, 16. S. 8th Street Brooklyn reint Armstrong & Mitchell, of Columbus, Ohio, style themselves "brush advertisers"—Receve & Fitzpatrick, 136 S. 8th Street, Brooklyn, paint walls, barns, bulletins, fences etc., anywhere in the States or Canada.—The souvenir paper weight sent out by the R. J. Gunning Co., of Chicago, is at once the best and handsomest advertising novelty of the year.—C. S. Houghtaling is to spring a new scheme of some kind about February ist. 'Hote' says it s a corker.—L. D. Hoffer, Meridian, Miss, does barn and fence signs throughout the country adjacent to Meridian.—J. C. Bartlett and Fied Leach, of Jamestown, New York, paint barn and fence signs besides operating a bulletin plant of 1,500 feet of space on thoroughfares.

W. F. Williamson, of 113 and 115 N. 6th St., St. Louis, is a recent subscriber to The Billloard.
He operates an extensive plant of painted bulletins in the Mound City.—McIntyre and Miller, 52 State St., Albany, N. Y., paint bulletins and dead walls in that city.

Posters age more rapidly than newpaper advertisements. One see's a newspaper card once a da-. A poster, on the contrary, is encountered hundred of times because it is always with you. Advertisers should bear this in mind and consider it carefully. If it is advisable to ring a constant change in newspaper advertisements (and no one may gainsay it) it certainly is a hundred fold more necessary on the billboards.

### **LECCERS** EDICOR.

Under this heading the publishers invite a ers or interest to advertisers, bill posters, ributors, sign painters and Fair manag when couched in courteous language, ourse we do not necessarily endorse the v

#### 

Address all communications for this department to The Editor of The Billboard, Cincinnati, U

Windsor, Ont., Jan. 4, 1897.

Windsor, Ont., Jan. 4, 1937. Editor of The Billioard. Gentlemen:—I am glad to see you take up the cause of the Canadian Bill Posters, and will do all I can to have a petition signed by all bill posters sent to Parliament a-king for a reduction of duty on posters. Have you heard from W. W. Scane in regard to the matter yet? I have writ ten him and will write others. I believe every bill poster in Canada would sign such a petition so you might frame such a petition and send to Scane who is the Secretary of the C. B. P. A., or to myself and I will see that it is properly circu-Yours very respectfully, Box 37 D. C. BENJAMIN.

## Williamsport, Pa., Jan. 12, 1897. Editor of the BILLBOARD. Dear Sir:—I have posted 1.000 half-sheets and

made a house to house distribution of circulars for the Globe Clothiers of this city; made a house to house distribution of a folder for the Dr. Chase Co., of Philadelphia; posted threesheets and half sheets for the Y. M. C. A. Hall posted two-sheets and half-sheets for Gail and Ax's. Navey at Williamsport, Montoursville Newbury, Watsontown, Jersey Shore, Muncy and Hughesville, the work is done through C. S Houghtaling. Posted eight-sheets for Ben Dutch Cocoa; this is their third billing here this season and is done through the O. I. Gude Co. Placed an order with the Donaldson Litho. Co., for 100 twenty-sheet stands for our leading den ist Dr. Sim, all his advertising is done on the billboards; he first tried a two sheet last fall and in the last four months his business increased twelve hundred dollars over any previous year. Yours respectfully, GEORGE H. BUBR.

San Francisco, Jan. 8th, 1897. Editor of The BILLBOARD.

Dear Sir:—Having promised you in my last

that I would notify you first of all, when we closed the deal in buying out the Oakland Bill Posting concern, Belasco and Co. I take great pleasure in letting you know that we have closed the same, and that from this date it will be known as Siebe and Green of San Francisco, and Oakland. We will take in all Alameda County, consisting of the following towns: Oakland, Berkeley, Fruitvale, Brooklyn, Alameda, Klinknerville. Emervville, San Leandro, San Lorenzo, more, Golden Gate. Alameda County has a population of 150,000. We will build up all of these towns for better facilities in B. P. than they have at the present time, and make it worth while for advertisers to bill in this county. Oakland alone has 60,000 inhabitants. We will handle any and all kinds of work.

Our New Year has started wonderfully with We are billing Germea, Snider's Catsup, H. O. and Co., Pabst Brewing Co., and any nt of local work. Our painted sign department is rushed with work, and prospects for big contracts are excellent. Hoping to hear from you often, etc., we remain,

Stebe and Green. Respectfully yours,

Indianapolis, Ind., Jan. 4, 1897. Editor of THE BILLBOARD. Dear Sir:—Your January number at hand, and

we see, by Mr. Vansyckle's letter a roast that reflects very much upon us. Now this is the secne this has occured; you must not accept all of Mr. Vansyckle's trash; we are in a position similar to Mr. Schaefer of Chicago; every day there are four or five knocking letters go out over the country. Mr. Vansyckle takes delight in knocking everybody else who is trying to make an honest living. It does seem funny that he should try to roast us, as he is in our debt to the extent of \$15, which is now almost one year old, and we are unable to collect. You will do us a favor also Mr. Fennessy, by refusing to accept any such knocking notices from any one in this city; it will be a credit to our craft to get rid of people as this. Let us hear from you on Yours respectfully. Per H. D. EMPIRE BILL POSTING CO.

Indianapolis, Ind., Jan. 10th, 1897.

Pilitor of THE BILLBOARD.

Dear Sir:—A few days ago, while I was out personally superintending and assisting my em loves tacking up Battle Ax Plug oilcloth ban-Davis, Frankfort, Ind., called at my office and asked to see me about a distribution of samples which he desired to make here. He was informe by the attendant in my office that I was out with my employes and would not be in again till I P M. It was then arranged that he would see me at that time and I was on hand promptly but failed to gain an interview with Mr. Davis.

A day later Dr. Davis' samples were being thrown on the porches and steps of the resi lences of the Southside and were soon blown into the yards in the wet grass and ruined Many of them can be seen laying in the yards at dated Dec. 5th, 1806, in which he states that my distribution for him in Oct., 1895 was perfectly satisfactory, and yet he sends his matter here to e wasted in the manner above mentioned.

We are just in receipt of 12 cases of almanacs from Peruna Drug Co., also 200 banners, 500 Parrots, 500 window hangers and 200 bailor hangers advertising Battle Ax, Maryland Club. Seal and Navy Tobaccos for American Tobacc Co. Bill posting seems to be dull, as there are Yours very truly,

VANSYCKLE ADVERTISING CO.

Savannah, Ga., Jan. 11, 1097. Editor of THE BILLBOARD. Dear Sir:- In the last number of THE BILL BOARD I noticed a line "Savannah, Ga., needs a Bill Poster." I wish to say that for 9 years Ham ilton and Royal has been doing business. Now that Mr. Royal has retired Mr. C. D. Coburn has taken his place, we are now known as the Savan nah Bill Posting Co., and at present we have work on our billboards from Mr. \$ cm W. Hoke E. A. Stahlbrodt, Warner Safe Co., Jackson Square Cigars, Hannan Shows, and a Bicycle Tire, 3-sheet, and lots more work to go up as soon as we have the space. We would thank you company if you will kindly correct the error. Respectfully, FRANK M. HAMILTON.

Manager Bill Posting Co. We trust that the new order of things will improve conditions heretofore existing. We know of several instances in which three, four and even five letters of inquiry tailed to obtain a single answer. No bill poster worthy of the name will neglect to answer a courteous business letter. Now that Mr. Hamilton has the reins we have no doubt there will be an end of complaints on this score. (Editor.)

Birmingham, Ala., Jan. 7th, 1897.

Editor of THE BILLBOARD.

Gentlemen:—I have just read Mr. Sam W. Hoke's article on the Charleybox. And I certa ly agree with him. It is not the bill posters who do the Charleying, it is simply the wholesale merchants. If I had all the work that comes here for me to do. I would have a big busines And so would the merchants have a better busi ness. But when the paper is shipped to certain know what I will do the work for. I tell them And that ends it. The money I ought to get goes to pay for the goods which ought to be advertised. A young man who once worked for me told me I would be surprised to see the amount of paper in the cellar where he was working. says there is nearly a car load in the cellar. Now the factories blame me as the bill poster for not doing my work well, when the work never comes to me but goes to the cellar instead could tell on lots of the commercial agents who do just as bad. Instead of having the work done; destroy the paper and send in a bill for same to the firm who they are working for. Send the paper to the Bill Poster. Not to some of the druggists I know, or tobacco firms either. You cannot find Liggett and Myers paper in inyones cellar. They know who to send it to and they get good service.

BEN. S. THIES. Respectfully yours,

Kankakee, Jan. 1st, 1807. Editor of The Billhoard.

Gentlemen:-As I have been a subscriber to THE BILLBOARD for a year now and find it im possible to conduct bill posting or distributing vithout it. The many good suggestions from members of the craft are worth more than the price of subscription for a year to any bill poster n the land. I will enclose a letter from D. R. falbert, if it is worth anything in way of a com-

munication to you, all right, you see what he says at bottom in regard to my work which is an encouragement to myself as well as others to work for the interest of advertisers. Have done work before for him. you may look for my \$1 00 and an ad. in your valuable 'paper for the year 1897 very shortly. By the way in reading sam W. Hoke's article on Charleying not confined to bill posting, I will say I have knowledge of the like in our own city, and another thing I have caught on to that transpired with me two seasons, now which is an injustice to poster print ers; you probably send secretary of county fairs sample one-sheet and upwards which I have had, they take and give their order for not a very they take and give their order for not a very large amount and then work in their samples on the bill poster trying to jew him down on his prices. this fall I billed our town pretty much all with this kind of paper, purting dates over the blank spaces left for printing, this I know to be true in these two instances. It's not a square deal with poster printers.

Yours very truly,

GEO. A. WEBLER.

The letter from D R. Talbert referred to is one of most unqualified endorsement. (Editor.)

Springfield, O., Jan. 12th, 1807. Editor of THE BILLBOARD.

Dear Sir:—I see in your last issue quite a lengthy letter from Ironton, O., which I think all the bill posters of Ohio especially and their uld investigate thoroughly, as the author of the article fails to inform the readers of THE BILLBOARD that he is working in opposition to a poor widow who is trying to support her little family by bill posting and distributing. She is the widow of John McQuigg who was an honest bill poster and an hono mber of both the Ohio State Bill Posters Ass'n and the A. B. P. A. He was always a liberal man. I really think it is the duty of every bill poster and association of the U.S., to see that his widow does not get imposed upon. I know she is a good honest woman and is deserving of all assistance we can give her, and I ask every bill poster to give her all the assistance possible, and through both our papers should be given an account of the true situation. Asking all the advertisers to give the widow their work to do in Ironton providing she does the work sat.sfactory. I am sure she will for she always has done tory. I am sure she will for she always has donso. I don't know the person who is setting himsel up against Mrs. McQuigg, but my impression in he could find better business than that of trying to take the bread out of the mouths of widow; and orphans. The Ohio association should at tend to the matter at once. I may be wrong it taking the stand I do upon this matter but I be heve that we should protect the widows and heve that we should protect the widows and orphans of our brother bill posters.

Very truly yours, H. H. TYNER.

Very truly yours, H. H. TYNER.
P. S.—I should like to hear through the columns of your valuable paper the expression of other bill posters regarding this matter.

W. C. Tirrill of Lima, Secretary of the Ohio State Bill Posters Association, writes in a similar vein. In justice to Haynes it should be known that he is not doing any bill posting, nor has he ever attempted to do any; Mrs. McQuigg has the field to herself. (Editor.)

Winona, Minn., Jan. 1st, 1897

Editor of THE BILLBOARD.

Dear Sir:—I have intended to write THE BILL-BOARD every month, reporting to them the work I do each month but have neglected to do so. I will now ask the Editor if he will kindly allow me space to make my report for posting and distributing I have done since June 1st. 1806. to Jan. 1st, 1897. Have posted as follows: For Liggett and Myers, 70 eight-sheet stands: Muscatine Oat Meal Co., 50 three-sheets; Coco Cola Co., 180 one-sheets; Ed. A. Stahlbrodt. 200 onesheets: Chicago Bill Posting Co., 20 twenty sheets and 3000 snipes: American Ad. and B. P. Co., 347 one-sheets and 3000 suppliments; Wm. Neumeister (La X Wis.), 267 one sheets; M. Breslautr, 360 one-sheets; Minnesota State Falr, 200 one-sheets: Beeman Chemical Co., 3 twenty-eightone-sheets; Beeman Chemical Co., 5 twenty-eight-sheet stands and 15 three-sheet stands; Listman Mill Co. (La X Wis.), 340 one-sheets and 5000 circulars; Dr. J. H. McLean Med. Co., 60 three-sheets, 55 one-sheets and 2000 books; Raworth and Schodde, 150 half-sheets; Leopold Miller and Sons, 18 tin signs; Wisconsin Business Universi-ty, 25 one-sheets and 100 rulers; Minnesota Sons, 118 tin signs; Wisconsin Business University, 25 one-sheets and ico rulers; Minnesota Foot Ball Team, 100 one-sheets; L. N Scott, St. Paul, 200 one-sheets; T A. Snider Preserve Co., 20 twenty-sheet stands; Wm Donaldson and Co., Minneapolis, 3 twenty-sheet stands; Dr. Chase Co., 8000 circulars; C. W. Mott, St. Paul, 2100 circulars; J. W. Cole Co., 300 samples, 800 signs and 400 snipes; Hobbs Remedy Co., 500 books; Norton Remedy Co., 400 books; Dr. Miles Med. Co., 4000 circulars; C. J. Hood and Co., 8600 circulars; Winona Base Ball Ass'ın, 1275 one-sheets; formanager at Opera House 10906 one-sheets; Jackson and Rademacher (city), 7500 books; political work, 2115 sheets; home work for retail firms, Excursions, etc., 4212 sheets and 100 circulars. work, 3115 sheets; home work for retail firms, Excursions, etc., 4212 sheets and 100 circulars. Also rented to Ringling Bros. Circus, 864 teet of hoards, to Buffalo Bill, about 800 feet. I will hereafter try and report monthly. Hoping that you will excuse me for taking up so much space in your valuable paper. I remain,
Yours truly, HENRY WERNER.

Machias, Me., Jan 13, 1897. Editor of THE BILLBOARD.

Dear Sir:-I have received January copy of your fine paper and find in it the announcement I wish this statement corrected, for I am reliable and guarantee to do all work honestly and faithfully. I do not know what reason he has for saying this unless he wants to someeze a little m 10,000 Lobb's booklets to put out at 40 cents per thousand, which I refused, although I had paid 40 cents on freight which I never got back I refused them because there were too many; too low a figure and not considered of decent character by the people here. Before that he wanted me to distribute for the Lillian Milch Co., but they wanted me to outlay several dollars for samples, i. e., buy my work like all of the rest, I loss. As for Fink Bros, the same applies to them All I ever worked for were more than satisfied

but I am deluged with letters from men to get ney out of me before giving me work and have lost much more than I have gained. My income has been so small that I could not have printed matter, only a few cards. I think it wicked and an insult for Congden to publish such a statement, not having any found same. A man must be of very low principle to try to injure a man's character or his business. I am dependent mostly on this work and I have a wife and two children to support. I see all through your paper that that notice will hurt me. I once more say the charge is false and I want it righted. If I had the means I would sue him for damages, the "Sun." comes very irregularly. I the means I would sue him for damages, His paper, the "sun," comes very irregularly, I have not seen his remarks for that reason, he is cunning and mean enough to keep it out of my sight. But if any one wants their advertising put out I will do it promptly, honestly and at reasonable rates; but there are too many that want me to buy my work. I am not given to using much slang, but I think THE BILLBOARD is "O. K."

Respectfully yours,

EDGAR SPENCER.

We, the undersighed, personally acquainted with Edgar Spencer and know him to be an honest, upright man in every way.

F. T. Crane, Druggist.

R. T. Crane, Druggist.

John Inglee, Merchant.

L. W. Longfellow, Merchant.

Philadelphia, Pa., Jan. 16th, 1897. Editor of THE BILLBOARD.

Dear Sir — In fairness to yourself and in justice be president I write asking you to publish in full copies of all the letters addressed to Mr. J. H. Bell of Staunton, Va., by this office, for each which if printed as written. I assu responsibility. That there may be no misunderstanding in this matter I beg to inform you that I have personally reimbursed Dr. Lobb in full for the loss sustained through the indifferent work of some members of this association and personally paid all the expenses incident to the investigations made and now being made in the matter. I also wish to assure you that I will be personally responsible for the full payment of

every claim against The National Distributors Association and that each and every claim will be paid in full regardless of the result of the investigations now being made. Nothing has ever been intimated previous to Mr. Bell's erroneous letter, that all such claims would not be paid in full. Nothing was ever written him that could be construed into such a statement. On the contrary, he was positively assured that

As advertisers you will take a proper interest

his claim would be paid in full. in this investigation, I am sure

The fact that one million booklets costing over \$1,000 to print were distributed in such a manner that the keved returns to date have not equalled the bill for postage incurred in forwarding them you will agree with me that an investigation is in order. Such an investigation is being made and this association will stand or fall as a result of this. The men who did the work or rather members of the International Association of Distributors as well as members of this associ tion. I believe them to be honest as a rule and it is only fair to state that where the work was done at all it was well done.

I have tried to make it clear that every claim against this organization will be paid in full; that no other course was ever proposed or suggested; that payment in some few cases has been witheld pending investigation and that in every instance full payment will be made no matter what follows the investigation. Needless to say that the malicious paragraphs published in your journal concerning my personal character and financial responsibility will be taken up at the proper time and in the proper manner. I have spent over \$5,000 during the past two years in promoting what I believed to be the best interests of the National Distributors Association as the books of the treasurer will show. I have never profitted to the extent of one cent, directly or indirectly through this organization or any of its members and as a reward for my efforts I have received nothing but tirades of abuse, slurs and slanders. The transactions of my office have been open to everybody interested, and the bills against the Association have been promptly paid, and to-day less than \$100 will pay every outstanding claim.

Whatever has been done by the officers of this association, whether it was right or wrong, was done in good faith and to the end that the greatest good would come to the greatest number.

I will be in Cincinnati on February ad and

st good would come to the greatest number.

I will be in Cincinnati on February 3d, and will probably have an opportunity at that time

I will probably have an opportunity to call upon you.

I feel that I have a right to insist upon the publication of all the letters addressed to Mr. Bell by this office and the publication of this letter entire.

Yours very truly,

CLEM. H. CONGDON, President

Repeated efforts on our part to secure the Bell correspondence referred to above, from Mr. Congdon, have proved unavailing. We have written twice and telegraphed once. Our letters were evaded, our telegram brought the following

response:

Philadelphia, Pa., Jan. 28, 1897.

THE BILLBOARD. Cincinnatt, O.

Prohibited from furnishing correspondence.

Get it from Bell, but don't wait for it. Be fair.

We have written Mr. Bell for copies of the correspondence which we hope to reproduce next month, in order to convince Mr. Congdon that we are always anxious to be just and fair. We have had numerous letters from distributors, many complaining that Mr. Congdon offered them only 40 and 50 cents a thousand for distributing and others that he withheld payment even after they had done the work at these figures. We propose to investigate these charges fully and completely and see that Mr. Congdon occupies the place that he deserves in the estimation of advertisers and distributors. (Editor).

Binghampton, N. Y., Jan. 10th, 1897. Editor of THE BILLBOARD. Dear sir:-Business has been particularly brisk for the past month and we have no real good grounds for complaint. The Bijou Theatre furnishes us an average of 1000 sheets weekly: In addition to this we are now carrying the fol-Cigarettes for Liggest and Myers Tobacco Co., St. Louis.; 400 sheets, Sterling Remedy Co., No-To-Bac; 15 eight-sheet stands, Bensdorphs Cocoa, (2nd month) Gude and Co.; 250 sheets local work. This is the third billing for Liggett and Myers. We have 200 sheets from the Dingman Soap Co. awaiting posting instructions. Expect a shipment of paper from the "Sporting Life" of Philadelphia, Pa., in the near future. We acknowledge the receipt of a twenty-four sheet sample furniture poster from Donaldson Litho. Co. A local furniture house has the same under the first of January I resigned my posi-

consideration. We hope to place a good bit of paper with our local merchants this spring. On treasurer and assistant manager of the Bijou Theatre to devote my whole time and attention to the Bill Posting Co. and out-door advertising treasurer and assistant manager of the Bijou Theatre to devote my whole time and attention to the Bill Posting Co. and out-door advertising in all its branches. We propose that in the future nothing shall excel the service rendered to advertisers by the Binghamton Bill Posting Co. Even without less than one year's experience in the business is a reputation for first class work; honest service pays both the advertiser and the bill poster. The quicker the craft in general come to recognize this fact the quicker they will have shekels to spare. We acknowledge the receipt of many pleasant communications from members of the International Association of Distributors, the same containing many valuable "tips", especially those from Vansykle of Indianapolis, W. H. Case of Fort Wayne, Ind. and J. H. Owen and Co. of Detroit; for these favors we publicly tender our thanks, hoping that we will one day be placed in a position to reciprocate. We have landed several of our local merchants and will do considerable distributing in the next thirty days. My son Robert W. Cooley will have charge of this particular department. With best wishes and hopes for a prosperous season for the craft in general I am, Most respectfully yours,

P. M. Cooley, Mgr.

Binghamton Bill Posting Co.

Napanee, Jan. 7th, 1897.

Editor of THE BILLBOARD

Dear Sir:-I received THE BILLBOARD for January and it is indeed a splendid paper. I must thank you for the very conspicious places in which you put both my billboard and advertisement. I have just secured a splendid board for ten years. A number of gentlemen have formed a curling club and have enclosed their rinks on a curring cito and nave enclosed their rinks on a corner lot in the centre of the town and by paying extra I have got it all matched lumber. It will be so feet high and about 200 feet long. It is a bird. I hope by giving good service and good boards to get a share of commercial paper. So when you are looking for boards in central Canada remember Napanee is the place and that J. J. Minchinton is the outside paper hanger Wishing you the compliments of the season I am yours etc.

J. J. Minchinton.



City. There will be steeple-chases and flat races, with gentlemen riders up, and prizes offered for hunters and high steppers.

There is the liveliest kind of a fight on

in Toronto. Shepard, manager of the two theatres, is doing his own billing,

and the Toronto Bill Posting Co. object Covering is the order of the day, and i

has resulted in several rows, one of which

necessitated the riot alarm being sounded.

convencions,

Fetes, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are likely to attract large concourses of people to any one particular city and for this reason prove of importance to advertisers, showmen

Affantic City, N. J. Seventh Annual Convention of the Associated Bill Posters' Association. July 17-20 1897. J. Ballard Carroll, sec'y, Albany, N. Y.

17-20.1897. J. Ballard Carroll, sec'y, Albany, N. Y.
Albany N. Y. Annual meeting of the National Assembly I. A. W. Feb 10-11
Buffalo N. Y. Brick, Mfg. National Assn. Feb 2-5
Chicago Ill: National Association Moulding and Picture Frame Manufacturers. Dec. 15, 1897.
Chicago, Ill. Macter Painters and Decorators Convention. Feb. 9-11, 1897.
Chicago, Ills. Annual Convention of the National Master Painters' and Decorators' Association, Feb 9-11, 1897. Thomas A. Brown, pres., Washington. D. C.
Dayton, Ohio. Sixth annual Convention of the Ohio Master Painters' and Decorators' Association, July 27-28, 1897. W. J. Albrecht, sec'y, Toledo, O.
Ciucinnati O. 46th annual reunion of Ancient

Assn Feb 22
Memphis Tenn Convention of Populist Editors

Feb 22 Nashville Tenn Laundrymen's National Assn

Nashville Tenn Laundrymen's National Assn Sept
Nashville, Tenn. Berkshire Record Association. Feb. 10-11, 1897.
Newark O Newark Driving Assn John H Swisher pres, C Seymour treas Sune
New York N Y American Paper Mfg Assn Feb 2;
Philadelphia Pa German American Journalists' Assn Date not decided
St. Louis, Mo. Third Annual Convention of The International Bill Posting Association, July 6-9. 1897. Clarence E. Runey, sec'y, Waukegan, Ills,
Troy N Y New York State Assn of Master Painters and Decorators July 7-8
Warren O Oak Grove Driving Club July and Aug B F Pew pres, M S Clapp sec
Washington D C Universal Postal Congress May

There will be a bench show in connection with the Cincinnati Poultry and ligeon Show in February.

Secretaries will confer a great favor by sending us their dates for 1897 at the earliest possible moment after they are

The Germantown Fair Company assigned January 11. Assets \$400. The company only rented the grounds. The liabilities amount to something over \$1000.

Mr. S. R. Montgomery has been elected President of the Memphis Jockey Club, to succeed Capt. George Arnold. The new secretary of the club is Mr. M N. Mac-

The next exhibition of the National Horse Show Association of America will open at Madison Square Garden on Mon-day, November 15; a week later than the

It is with regret that we announce that Mr. Arthur Babbitt will no longer edit this department of THE BILLBOARD. His time is so taken up that he cannot give it the attention he would like and hence he

The Stewards of the Kentucky Association (running), met January 13th aud decided to hold the spring meeting from May 3 to 10 inclusive. The same stakes as offered last year will be opened, with \$750 added to each.

The Ohio State Association of Fair Presidents and Secretaries held its annual convention at Columbus, January 13. The following officers were elected: President, following officers were elected: President, Charles H. Ganson, Urbana; Vice President, H. L. Wiggins, Hillsboro; Secretary-Treasurer, George W. Carey, Deleware; Executive Committee, C. H. Ganson, ex-Officio, Urbana; George W. Carey, Lebanon; W. I. Tenney, Troy; Albert Hale, Akron; J. L. Wilson, London.

At the annual meeting of the Berks County Agricultural Society, Reading, Pa., January 2d, Mr. James McGowan was elected President, Cyrus T. Fox, Secretary, Stephen M. Meredith, Corresponding Secretary and M. N. Ritter, Treasurer. This is Mr. Fox's twenty-second term as Secretary of the association. The dates for the 1897 meeting will be September 7 to 10 inclusive, while a spring meeting will be held June 2 to 4. Mr. Fox is one of the most efficient of Eastern secretaries.

At a meeting held January 6th, at the At a meeting held January 6th, at the Hotel Manhattan, a new Horse Show Association was formed. H. L. Herbert, President of the Polo Association, presided. Among those present were P. F. Collier, of the Monmouth County Club; Sidney Dillon Ripley, O. W. Bird and Perry Tiffany, of the Meadow Brook Hunt Club, and C. Albert Stevens, of the Rockaway Hunt Club Dr. Louis Lanchart, Samuel Willets, Charles G. Peters and Charles R. Villets, Charles G. Peters and Charles R. Howe. Samuel Willets, Perry Tiffany and J. B. C. Tappan were appointed a committee to draw the constitution and apply for papers of incorporation. It was decidfor papers of incorporation. It was decided to hold a three day horse show in May

List of 1897 Fairs. INDIANA.

INDIANA.

Middletown Aug 3-7
Hagerstown Aug 9-7
Hagerstown Aug 9-14
Newcastle Aug 16-21
Muncie Aug 23-28
Elwood Aug 30 to Sept 3
Terre Haute 32d annual Aug 30 to Sept 3
W T
Beauchamp pres, W D Duncan sec
Kokomo Sept 6-10
Greenfield Sept 13-18

OHIO.

Napoleon O Napoleon Fair Co H C Groschner pres. J L Halter sec Mt Sterling O Mt Sterling Fair Co W R Richards pres, T J Burgett sec

PENNSYLVANIA. Reading Pa Berks Co Agri'l So Sept 7-10 James McGowan pres, Cyrus T Fox sec

Dog Show
Baltimore Md Kennel Assn May 23-26

Expositions.

New York N Y Inter Art Expositions of U S at Lencx Lyceum April 7 to May 4 Nashville, Tenn. 1897. May 1 to Oct. 31. Omaha, Neb. Trans-Mississippi and Interna-tional Exposition, June 1-Nov. 30, 1898

Races.

Naces.

Little Rock Ark March 29 to April 8

Newport Ky April 1 to May 26

Memphis Tenn April 10 to May 1

St Louis Mo May 1

Nashville Tenn May 3-12

Louisville Ky May 6-22

Morris Park N Y (spring) May 8-29

Toronto Ont Ontario Jockey Club May 22-29 inc

Latonia Jockey Club Ky May 24 to June 26

GEO. P. ROWLEY, LEROY, ILL. Bill Poster and Distributor.

Dr. McLauglin's Dyptheria Specific.

Sample bottle 50c. Star Med. Co., BUTLER, O.

CRITTENDEN & CO., City Bill Posters and Distributors.

CENTRALIA, ILL. We own and control all boards in this city, also make large and small contracts for all kinds of advertising, we cover a great deal of territory.

I don't want the Earth—only a chance to live on it. As I give personal attention to All Work, I can Guarantee Satisfaction.

A.W. RADER.

CITY BILL POSTER. Distributor and Theatrical Baggage Transfer.

Office, Cor. 9th St. and Alley C, WHEELING, W. VA.

Work done in adjacent towns.

Donat J. Lefebyre RELIABLE . . . DISTRIBUTOR

Of All Kinds of Advertising Matter.

BOX 483. MANCHESTER, N. H.



#### A NEW INVENTION! STONE'S PATENT BILLBOARD. PATENTED AUG. 22, 1893.

PATENTED AUG. 22, 1893.

The board is put up together in sections, without either nails or screws, or digging holes, and can be made of any desired length or height. The board can be erected on the pavement or top of the ground, or it can be hooked to buildings or fences. If a person has a number of boards, and he desired to erect a long board, it is a matter of only a little time to get them together and put up the boards, section after section, as the sections are built alike and will fit. The only patent billboard in the U. S.

Softown, City, and State rights for sale. All Territory for sale but New England States. I have no agents selling for me.

For terms, full particulars and directions for making, address the inventor and patentee.

FRANK R. STONE, BILL POSTER & CIRCULAR DISTRIBUTOR. MIDDLEBURY, VERMONT.

tion, July 27-28, 1897. W. J. Albrecht, sec'y, Toledo, O. Ciucinnati O 46th annual reunion of Ancient Accepted Scottish Rite Masons Feb 23-25 Cincinnati O Irisha Landwehr Verein Aug 2 S B Bonwright sec Cin'ti O Cincinnati O Brotherhood of Locomotive Firemen Jan 21 J V Reynolds sec Cleveland O Columbus O Army of the Cumberland Sept 21-23 Cincinnati O Brooklyn Bowlers Feb 3-6 Cincinnati O International Sheet Iron and Cornice Workers Feb 8 James F Hughes sec Pittsburg Pa Cincinnati O Western Canad Cond. B. YECKER & CO.

POPIIL ATION

LANCASTER, PA.

BILL POSTERS AND GENERAL DISTRIBUTORS.

Cornice Workers Feb 8 James F Hughes sec Pittsburg Pa Cincinnati O Western Canned Goods Packers' Assn at Grand Hotel Feb 9-12 H P Cannon sec Brideeville Del Cincinn ti O Atlantic States Packers' Assn at Grand Hotel Feb 9-12 Cincinnati O The American Carnation Society Feb 18-19 Albert H Herr sec Lancaster Pa Cincinnati O The Survivors Volunteer Firemen's Assn Feb 22 John Wright sec Cin'ti O Cleveland O Merchant Tailors' National Exchange Feb 9-11 Galveston Tex National Editorial Assn Feb 16 Kansas City Mo 3rd annual Kansas City House Show Fairmount Park Sept 7-13 Louisville Ky Department of Superintendence of National Educational Assn Feb 16-18 Louisville Ky National Saddle Horse Breeders' Assn Feb 22 Convention of Park 18-15.

We are prepared to do all kinds of Bill Posting and Distributing and general out door Advertising. We have control of all Boards in Fulton and Oswego Falls We have 1,500 feet of Running Boards: 150 one-sheet Boards: 150

H.K.APPLE. INDIANA SIGN CO.

Bill Posting and Circular Distributing A SPECIALTY.

10,000 Square Feet of PRIVATE SPACE at your disposal. Give me a trial and you will not regret it. Terms reasonable.

SIGN WORK OF ALL KINDS TO ORDER.

H. K. APPLE, INDIANA, PA.

# UTAH and CALIFORNIA Our Great 1897 Offer!

and the best way to reach them is over the

# Rio Grande Western Railway,

"Great Sait Lake Roule."

As the title indicates, the R. G. W. is the only line that passes directly through Salt Lake City on the way to California; and Salt Lake City and the Great Salt Lake are the two points which certainly should not be missed on your western trip, as they contain more interest to the average American than any two other points within the confines of the United States. Study the matter carefully and you will choose the R. G. W. for this reason as well as for the magnificent scenery, superb equipment and fast time.

F. A. WADLEIGH.

General Passenger Agent, Salt Lake City, Utah,

SELDEN NYE.

BILL POSTER AND DISTRIBUTOR.

(Champaign and Urbana.)

201 W. Park St., Champaign, Ills.

Echo for one year, and two hundred novels free.

Is the greatest music and fashion journal in America. It consists of thirtysix full large size sheet music pages, with six to eight complete vocal and instrumental pieces of delightful music. Thirty to forty illustrated fashions, six large portraits of pretty actresses, elegant reading matter, recipes, etc., on finest book paper. All for \$1.00 a year.

#### The two hundred novels we give free, are:

Bright Novelettes, Stories of Love, Railroad Stories, Tales of Romance, Humorous stories. Sea Stories, Sketches of Adventure, Stories of Home Life, Stories of Dramatic Order, Stories of all Lands, Stories of all Sorts of People, Jokes that are short and sweet. Jests that are to the Point, Morsels of Mirth and Bits of Wisdom

Every reader will find something enjoyable, Pleasing, Amusing, Instructive or Thrilling.

They are by the well known authors as: Sylvania Cobb, Jr., Olivia Optic, Horatia Alger, Jr., Ned Bunkleine, Mrs. May Agnes Fleming, Emma Garrison Jones, Esther Serle Kenneth, Mary Kyle Dallas, Josiah Allen's Wife, Mary Cecil Hay, Mrs. Mary A. Dennison, Clara Augusta, and others.

Address all orders to

NEW YORK MUSICAL ECHO CO... Southern Branch,

163. 165, 167, 169 Congress St., SAVANNAH, GA.

THE AMERICAN CLUBMAN!

The leading club publication and having the largest circulation of any paper of its class in the south. The cover is handsomely illustrated in two colors and the design will be changed

from time to time.

Reaches the busy business man at his club where he has time to read On file at all principal clubs in the United States. Advertisers of all good goods will find it a paying medium. Issued the first day of each month.

Subscription 50 Cents per year.

Advertising Rates:

\$2.00 per inch—single column—per issue, on back cover in two colors.

\$1.50 per inch—single column—per issue on inside pages.

Address, The American Clubman.

## WANTED!

The Sun,

i in Philadelphia by Clem. H. Congdon. handsomely in cash for a complete file. JAS. H. HENNEGAN, 127 E. 8th St., Cincinnati, O.

R. W. BONDURANT. 407 12th St., LYNCHBURG, VA.

I distribute Advertising matter on trial and if results are satisfactory you can pay me after work is done, or will agree to give me more work and pay me for same. Send trial at once.

JOHN L. MARSH Vancourer, Wash.,

City Bill Poster and Distributor.

References Purnished. Population 5,000.
When you write, mention Billboard Advertisin

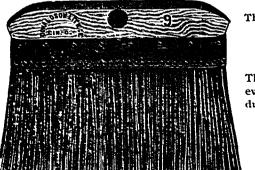
# ASTE BRUSHES



This Brush is manufactured especially for us, and is fully warranted. It is the cheapest GOOD Brush you can find anywhere.

#### PRICES.

- \$2.25 Each. 8 Inch. 89.75 83.00



This is our Celebrated

### "UNEXCELLED"

The Best Paste Brush made. Popular everywhere on account of its great

- \$2.75 Each 8 Inch, 83.00 "

SEND YOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati, O.

## Very Little

Can be said about poor distributing—it's just the reverse with good work. We do not claim to give you a dollar for a penny, but we do the work that pleases.

J. E. STROYER & CO., 114 Weld St., Rochester, N. Y.

> Member I. A. of D. ESTABLISHED 1853.

WILMINGTON Bill Posting. Distributing and Advertising Co.,

Grand Opera House, WILMINGTON, DEL. JESSE K. BAYLIS, Props. GEO. W. JACKSON, Props. D. K. JACKSON, Superintendent.

GEO. L. EDLOFF, Pres.

# INE POSTERS

# ALDSON LT

CINCINNATI, OHIO.

1F YOU WANT TO ADVERTISE ANYTHING, ANYWHERE, AT ANY TIME USE POSTERS. WE HAVE THEM IN STOCK (SYNDICATED) AND WE MAKE THEM TO ORDER.

Our syndicated posters embrace designs suitable for clothiers, hatters, shoe dealers, merchant tailors, dentists, jewelers, grocers, milliners, tobacconists, furriers, dealers in ice, stoves, hardware, refrigerators, ladies' cloaks, wraps, jackets, shirt waists, coal, queensware; also posters for amateur entertainments, benefit performances, fairs, bench shows, poultry shows, flower shows, picnics, balls, base ball, foot ball, horse races, boat races, bicycle races, etc.

#### A WORK OF ART.

A WORK OF ART.

THE superb poster which we illustrate herewith is a masterpiece. It is after an original design of the celebrated artist, Asa Richards Cassidy. It is a practical poster. Do you know what that means? It means that it will sell beer. The so called "modern high art posters" will not. They are only fit to scare children, to puzzle grown folks and to repose unseen in the portfolio's of collectors. Practical posters, real posters like this, will catch the eye and hold the attention of the observer until its story has been firmly fixed in his memory. Thereafter every time he encounters one, that story will flash across his mind. He will encounter them often, too, for they are here, there and everywhere. A dozen, two dozen, times a day, week in and week out until the merits of \_\_\_\_\_'s bock beer are dinned into, nay, fairly burned into his very brain. That is the sort of advertising you get if you put your money in postere.

dinned into, nay, fairly burned into his very brain. That is the sort of advertising you get if you put your money in posters. We print your firm name, trademark, street address, brand of beer and such other matter as you may want on them and furnish them to you at the following prices, viz.:

10 for \$9 00 | 25 for \$18 00 | 100 for \$57 00 | 15 for 11 70 | 50 for \$3 00 | 150 for \$10 00 | 200 for 90 00 | 200 for

#### ANOTHER.

e also have a fine new whole sheet t beer poster, exquisitely lithograph-n colors. A whole sheet poster is 2½ wide by 3½ feet high. It makes a I hanger for windows and inside work good hanger for windows and inside work on screens, etc. We sell them with you ard printed on them as follows, viz.: '5 for \$? 75 | 100 for \$? 750 | 300 for \$? 900 | 500 for \$900 0 for 4.75 | 150 for 11 00 | 500 for \$000 cmd seven cents in stamps for a sample. Your city bill poster also has a sample this.



No. 420. NINE SHEET. 3x3, SIZE: SEVEN FEET HIGH BY TEN FEET LONG. 

TWO LETTERS AND A SONG FROM TWO BILL POSTERS AND A MERCHANT Ionia, Mich., Jan. 6, 1897.
THE DONALDSON LITHO. Co., Cincinnati, O.
Gentlemen:—We have used your one sheet
poster No. 1041, the past two years and this year
in addition to above we used your nine-sheet No.
599. The goods are ordered through Mr. Thos.
Keyes, our city bill poster, and used for holiday
trade. We pronounce them a decided success.
Our December trade this year was the largest we
ever had. We give the poster advertising the
credit.

Will I smoke with you? I will.
As the ringlets rise, my quill
Will trace a lay
This Christmas day,
To you and yours of right good will.

May your days be those of peace: May your flocks and herds increase With well filled coffers

We're glad to see you grow!
You've surely earned a "show,"
Just keep your lick up
While we boys "stick up"
For the Donaldson Litho. Co.

W. R BURNITT, Ardmore, I. T., Dec. 25, 1896.

Meridian, Miss., Jan. 15, 1897.
THE DONALDSON LITHO. Co., Cincinnati, O.
Gentlemen:—Allow me to thank you for the prompt attention you have given my orders during the past year. I appreciate it greatly. I do the opera house billing here and come in contact with theatrical agents constantly. They are always in more or less trouble about delayed shipments. I invariably advise them to buy Donaldson paper and stop kicking. Wishing you a happy and pro-perous New Year, I am

oleted. If you have written for one before please write again. It is worth your while, because it is a perfect mine of mation on posters and distributing matter. With this book in his possession a bill poster or a distributor is as well posted on the prices of

THE DONALDSON LITHO. CO.,

CINCINNATI, O.

20,000; Rutherford, 8,000. PASSAIC ADVERTISING CO.

Paterson and Passaic, N. J.

"Mr. Manager!"

"One Moment Please."

WE paint pictorial advertising signs, society silk banners, show canvas,

OUR artists are expert and up-to-date.

WE do bill posting, distributing and

WE own 20,000 feet of space, honesty, energy, experience and World's Fair

OUR boards, stock, labor and prices are

WE have no alleys, back fences, "charlie

WE want your address, acquaintance, work and inspection, once got, always retained, "It's your move."

C. M. Smith & Co.,

Brantford, Canada.

Population of City 17,000. County 50,000.

Country 5,000,000.

That is just the way we are work

ing now.
Pleased advertisers—are you one of them. Write us about our 14

towns. Paterson 100,000; Passaic

NICHT # DAY.

boxes," boys or "bums."

theatrical scenery and imitation litho

LICENSED BILL POSTING, TACKING,

\* CAPITAL CITY \*

EDGAR J. McINTYRE.

DISTRIBUTING.

Own and Control all Boards and Privileges. 20,000 Square Feet of Boards. POPULATION 15 000.

HAND BILLS

obtained in all America. Write us. GREAT American Engraving and Printing Co.

57 BEEKMAN ST., NEW YORK.
R. E. ROYLANCE, Sec'y.

The English counterpart of *Billboard Advertising*. Subscriptions 50 cents per year, post free, may be sent to No. 127 East Eighth St., Cincinnati, O.

FRANK M. DEUEL,

BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR,

187 Schuyler Avenue, KANKAKEE, ILL.

# BILL POSTING CO. ALL

CHAS. P. MILLER.

52 State St., Room 3,

Wants rates, terms and discounts from Bill Posters throughout the United States and Canada.

We have just secured three large orders for general distribution. One covers New England and New York. The second covers the South exclusively, and the third everything in the States and Canada. The orders are now in press and we would like to hear from bill posters at once. Send us price per sheet, population, firm name and street address. We expect and demand the customary agents commission.

EDGAR J. McINTYRE, Manager, 52 State St, Albany, N. Y.

J. S. CRAIG,

319 LEXINGTON AVENUE,

HASTINGS, NEB.

"The Bill Poster"

### The Hustler Advertising Co.

CONTRACTORS OF

**OUT-DOOR ADVERTISING** IN ALL ITS BRANCHES.

Prompt Service by Reliable Men. Careful House to House Distribution

A Specialty.
orth Miner Street, FT. WAYNE, IND W. H CASE, Manager.

ESTABLISHED 1876

CHARLES W. YORK Bill Poster and Distributor.

HAVERHILL, MASS.

G. F. BANGASSER & CO. CITY BILL POSTERS AND DISTRIBUTORS, 1997

Signs Tacked and Signs Painted. Own all Bill-Boards in our locality. P. O. Box 38 MCMINNVILLE, OREGON

Pueblo, Colo. Pop. 40,000

JESSE MITCHELL

Bill Posting, Distributing and Tacking. References If Rea

## The W. D. Husted Advertising Co.

Town and BILL POSTERS.

Distributors, Bulletin Sign Painting, Out-door Advertising of every description

Office: 67 Main Street, MANSFIELD, TIOGA CO., PA. WE OWN OR CONTROL ALL BOARDS AND POSTING PRIVILEGES IN . . . . . .

MANSFIELD. The leading town in the "Northern Tier," over 6,000 square feet of boards.

Also have boards and posting privileges in every town in the county.

George H. Bubb.

LICENSED City and Suburban

Poster and Distributor,

OFFICE, 502 PINE STREET,

WILLIAMSPORT, PA.

"THERE ARE OTHERS!" Distributing and Sign Tack-exclusively, for the past 12 s. No other irons in the fire, personally superintend the

WE OWN OR CONTROL ALL GOOD BOARDS AND POSTING PRIVILEGES IN TIOGA AND LYCOMING COUNTIES.

Samples Free to Bill Posters, together with

customary commission.

is the month of masquerade balls. It is safe to say that there is not a single town in America, but what will have at least one between now and Mardi Gras, (March  $\bar{2}$ .) They will all use posters if they have the opportunity. We can print them. You can sell them.

We have just published a magnificent poster suitable for advertising a masque ball. It is strong, handsome and well executed. It will yield more advertising per dollar than it is possible to procure in any other manner. We sell the onesheet centers which are printed in colors at the following prices:

25 for \$1.75 | 100 for \$4.25 | 500 for \$13.00 50 for 2.75 | 200 for 6.75 | 1000 for 20.00

These prices include the cost of cross-lining.

As a three-sheet, we furnish them with top and bottom sheets in one color and center in two colors, as follows:

25 for \$4.50 | 100 for \$ 9.75 | 200 for \$15.00 50 for 6.50 | 150 for 12.50 | 300 for 17.50

We will send a sample by mail to any address on receipt of 5 cents in stamps,

Bill posters will find that it pays to hunt up the advertising committeee of a ball and show this poster to them. It is the best ball poster in the market. You cannot obtain anything one-half so good anywhere else.

A good poster will bring good returns, hence, next year you will have them again, and perhaps several times in the meanwhile.

It is better to give them a good poster, than to go to a country office and get a common ill-looking job.

When they do this, some times they snipe them themselves. They won't if you order them, because they are shipped direct to you. You are sure of the posting, and get a commission besides. It's worth while.

We also have several half sheets and one-sheet uprights, just the thing

Send for our New "Bowling Alley' one-sheet.

Bill Posters who have not sent for a set of samples of our splendid line of our stock posters are losing money every day.

Samples Free to Bill Posters. together with customary commission.

If You Want to Post

# GHIGAGO

The Chicago Bill Posting Co.

No. 395 West Harrison Street, Chicago, Ills.

Who Own and Control all the most prominent Boards, Hoardings, Posting Stations and points of vantage in the city of Chicago.

HIGGINSVILLE, MO. Pop. 5,000

#### RIGG BROS.,

The only licensed BILL POSTERS in the city-Control and own all billboards and advertising pri ileges in the city. We are up to date. All work properly executed. Also signs tacked. Distributors and Sign Painters #17

## Nashville Distributing and Advertising Co.,

Licensed and Bonded Distributors and Tackers for Nashville and Chattanooga, Tenn.

Member International Association of Distributors. This association guarantees service of its members. | 7 JAMES L. HILL, Mgr.

THROUGHOUT THE UNITED STATES.

GENTLEMEN: -We are prepared to receive estimates from all reliable bill-posters for our Spring posting. Those that are in a position to offer us good honest service at reasonable prices will please write at once to our agents who have charge of the different states and territories, as named below, stating what facilities they have for handling our paper, how much of each size they consider would be necessary to give us a good showing in their city or town, and price per sh et for listed and protected, stand work, price for single sheets and price per thousand for spines. All paper to have full thirty days town, and price per sh et for listed and protected, stand work, price for single sheets, and price per thousand for snipes. All paper to have full thirty days showing from date of posting. We use nothing but the best of lithograph paper, and our stands are all pasted in four sheets so as to be most conveniently handled and matched. The sizes of our paper for present use is a 4x6 stand, a 2x2, 1-sheets and snipes. The size of the snipes is 6x24 inches. We do not wish to contract for space on barns, sheds, or in alleys, but on good substantial billboards, in prominent locations We do not expect the one sheets and snipes to have exc usive billboard display, but they should be posted only on smooth surfaces and in the most conspicuous locations, and under no circumstances in alleys. Our inspectors will visit all cities and towns to which we have shipped paper, in order to check up the work, and we are very desirous that the reports sent in from all sections may read, "Splendid Service." It is a pleasure to us to patronize those that take pains to give us good service, and while we expect nothing unreasonable, we well know that in order to get the full benefit of the posting, we must have the most earnest co-operation of every bill poster to whom we ship paper.

Very truly yours, CALIFORNIA FIG SYRUP Co.

Bill Posters of Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa-Missouri, Kansas, Nebraska and N. and S. Dakotas, please address D. R

TALBERT. 18 Randolph St., CHICAGO, ILLS.

Bill Posters of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Maryland, Delaware and District of Columbia, please address E. UNDER\*ILL, 71 John St., NEW YORK, N. Y.

St., NEW YORK, N. Y.
Bill Posters of Kentucky, W. Virginia, Virginia, Tennessee, N. Carolina,
S. Carolina, Georgia, Alabama, Mississippi, Louisiana, Florida, Texas,
Arkansas, Indian Terr., and Oklahoma Terr., please address GEORGE L.
ATKINS, 208 N. College St., NASHVILLE, TENN.
All communications outside of above mentioned territory should be address-

ed to CALIFORNIA FIG SYRUP CO., 324 Hayes St., SAN FRANCIS .O. CAL. 

## WILL IT PULL?

You can bet it will pull. It will pull pens, stuck or rusted in the holder. It will pull BUSINESS,

#### THE BAKER PEN EXTRACTOR.

The newest advertising novelty. Plenty of room for ad. Handiest of office tools. Cheap enough to distribute freely. It's so handy that it will be kept. Send for sample and prices.

GEO. C. BAKER, 115 Lancaster St., ALBANY, N. Y. Can be made in any printing office. Shop rights for sale.

15 Towns Covered by the

## CIRCUIT BILL POSTING CO

THIBODAUX, LA.

Write for list of boards in each town.

Distributing and Sign Tacking Carefully Done.

C. P. AUSLET, Mgr.

E. H. CARWITHEN, 3

Own and control 2,500 feet Billboard; 200 One

Sheet Boards; 50 Three Sheet Boards; 20 Six Sheet

Bill Poster and Distributor,

266 VIRGINIA ST.,

Charleston, W. Va.

Work Guaranteed. Tacking Up Cards a Specialty.

EAGLE PASS ROUTE.

—тне—

SHORT STANDARD GAUGE LINE

between principal points in the

## United States

## Interior Mexican Points.

No Transfer of Cars at the Border.

A through Pullman Buffet Sleeping Car Line running daily between San Antonio, Texas, and the City of Mexico.

A passenger representative meets all trains at the border to look after customs inspection and to aid passengers in making money exchanges, etc.

An inspector of customs accompanies the train each morning from Eagle Pass, Texas, to San Antonio, Texas, to make inspection of baggage belonging to northbound passengers at their convenience.

For further information call on or address any agent of the Southern Pacific Co., or

W. H. CONNER.

Commercial Agent, Commerce Bidg., CINCINNATI, O.

C. K. DUNLAP.

Gen Pass. Agent, Ciudad Porfirio Diaz, Mexico.

Playing Cards and

Club Room Furniture, Fare and Poker Chips, Sporting Goods.

OGDEN & CO..

Automatic Slot Machines, Bonanza, Star, Carlo, Monte Carlo, Etc.

New Designs Every Month. Largest Factory in U.S.

Automatic Game Devices at Lowest Prices.

185 Clark Street, CHICAGO, ILL.

88 South St., MIDDLETOWN, N. Y., Distributors and General Advertisers.

Correspondence Solicited. Prompt Service Guaranteed. Middletown is the Railroad and Commercial Hub of Orange County. Population City 15,000; County 97,760. Members International Association of Distributors.

## Philip B. Oliver.

Licensed City BILL POSTER. AND DISTRIBUTOR.

ooo Feet of Board.

Special Attention Given to Commercial

Work and Distributing.

All.Work Guarateed.

319 Cherry St., FINDLAY. 0. POPULATION 23,000.

HENRY C. **ADVERTISING** 

PATERSON, N. J.

UPON RECEIPT OF 3 Months' Subscription

The Echo

## The Nude in Art.

With a 6 Months' Subscription

We will send 3 Different numbers

The Nude in Art.

THE CHICAGO ECHO CO. Fifth Avenue, Chicago.

BURNITT Designer of Descriptive Posters, Theatrical, Commercial or otherwise. Block Streamers and Stock Letters.

Office, Donaldson Litho. Building, CINCINNATI, O.

SIDNEY, OHIO, C. P. ROGERS CITY BILL POSTER.

Owns and controls all billboards and dead walls in the city. Also DISTRIBUTING carefully attended to

### R U AN ADVERTISER!

If so send for copy of

**Oklahoma Hornet** free, three months, 3 cts. per line; 1000 circula-tion; go to 600 farmers in Oklahoma alone. Oklahoma Advertising Agency, BILL DISTRIBUTOR.

Tucker's Magic Stove Polish Will send secret of manufacturing this excellent Stove Polish for 10 cents, former price \$5.00. Thousands of boxes have been sold by any and the price \$5.00. n sold by myself.

G. F. TUCKER, Sheldon, Mo. 1197

THEATRICAL AND CITY BILL POSTERS, Distributing and Advertising Agents, Work promptly and properly executed. B. WOODWORTH, Mgr. FORT WAYNE, IND. JOHN T. WILLIAMS.

BILL POSTER. 346 Morrison St., PORTLAND, OREGON.

Established 1868.

THE LEADING SHOW PRINTERS OR BLOCK ) SINTES USE IN THE UNITED SINTES USE IN THE UNITED SINTES WAS A SINTER POSTER INKS ARE YOU ONE OF THEM? THE AULTS WIBORG (O CINCININALIE NEW YORKS CHICAGO:

THEATRICAL

DESIGNERS. **LITHOGRAPHERS** AND GENERAL JOB PRINTERS.

Poster Work Our Specialty

Our Date Book for Season 1896, '97-'98 now ready, and will be sent postpaid on receipt of 25 cents.

And Her Suburbs, Embracing

To reach them all economically, use

STEINBRENNER'S DISTRIBUTING SERVICE.

There is No Other Way Address.

W. H. STEINBRENNER. No. 811 Vine Street. Cincinnati. O.

No Office Complete Without It.

Rusiness

It saves money by discovering the best way of doing things in the office. It treats particularly upon

ACCOUNTING. OFFICE ROLL TINE, BUSINESS MANAGE. MENT and ADVERTISING. and incidentally upon FINANCE, MANUFACTURE, TRANS PORTATION, COMMERCE and ECONOMICS.

The stated departments of the paper include Office Mail Bag, being letters from practical men on office and business topics; Office Record, containing illustrated descriptions of new devices: Business Literature, or reviews of new books: ART AND PRAC-TICE OF ADVERTISING, presenting studies in successful publicity; Institutes AND ASSOCIATIONS, recording the transactions of the organizations among office men; and Business Law, presenting articles on law topics of special importance to business managers.

The supplement, PRACTICAL AC-COUNTING, contains carefully prepared articles on accounting methods, in cluding descriptions in detail of the accounting practiced in leading estab-

Monthly, 40 pages, illustrated, including supplement, \$2 a year. Sample copies (mentioning this advertisement)

Published at 13 Astor Place, NEW YORK.

TRENTON, NEW JERSEY. The Trenton Bill Posting Co. Owrs all Billboards in the city and suburbs.

Population 70,000. I guarantee the value of all Bill Posting and Distributing. WM. R. WILLIAMSON, Manager.

1869 Taunton Bill Posting Co.1896 BILL POSTERS & DISTRIBUTORS.

Best Boards. Best Stock. Best Workmen A. B. WHITE, Mgr. and Treas. Office. 45 Cohannett St., Taunton, Mass.

Names and addresses of honest, prompt and reliable Mailing, Distributing, Clipping, Subscription, Printing, Local and General Agents, furnished pree to Advertisers. 100 Circulars honestly mailed per day for 10 cents; 1000 for 1,00 cash, Job Printing or advertising space accepted Our Patrons are Our References. THE MONUMENTAL ADVERTISING ASS'N BALTIMORE, MD.

PER YEAR

By using our new wonderful process for making Laundry and Toilet Soap in twenty minutes. Agents can make big money canvassing and selling family rights. One family right mailed to any address for a silver quarter SAVES address for a silver quarter or thirteen two-cent stamps.
ROANOKE SOAP CO. Drawer 13, Roanoke, Va.

## A. E. BENTLEY,

Only Licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. Rates made known on application.

When you write, mention Billboard Advertising

#### Classified Advertisements.

BILL POSTERS' DIRECTORY.

Two line Displayed Advertisements under this Two line Displayed intertion, boc. for three inser-tion. 75c. for four insersions, \$1.00 for six inser-tion. Larger cards, 10c. per agate line

Clarksburg, W. Va., Pop. 5,000 w L. Delson, City Bill Poster and Distrib-utor

Butte, Mont, W. E. Kendrick,
Bill poster and sign advertiser. P. O. box TROY, N. Y., Mrs. M. E. Dundon. Bill Posting and Distributing, No. 114 4th

Oregon Sign Co., Bill Posters, Distributors and Sign Painters Box 374, Oregon City, Oregon.

Fayetteville, N. C.
Hawkins Bros. Bill Posters and Distributors. Lock Box 170

Santa, Fe, N. M., A. M. Dettelbach, Bill Poster, Tacker and Distributor for Santa Fe, Taos and Rio Arriba Co's. n97

Lorain, O., P. J. Smith, Bill Poster and Distributor. 3196th St. n97

Laramie, Wyo. H. E. Root, Mgr. Opera House and City bill poster and distributor (lic'd), 150 3d St. \$597 Belvi**dere, 111.** Fred. Wiffin. Bill Poster. 312 Caswill St.

Oswego, N. Y., F. E. Munroe.
Licensed Bill Poster, Distributor and Sign

Troy, Ill.
F. C. Gates. Bill Poster and Distributor.

Po'keepsie, N. Y. 24 Mechanic St.
M. F. Sprenger, The Honest King Bill Poster and Distributor.

Waukon, Iowa. Wm. S. Hart & Co.
Pop. 3,000. Control all space, including Opera House and Fair Grounds. Good work anywhere in N. E. Iowa auly

Anaconda, Mon. Pop. 12,000.
George Elston, Licensed City Bill Poster
A smelter city up to date Three thousond
men employed at the smelter.

Corsicana, Texas. Pop. 10270
I. C. Revare, City Bill Poster and Distributor. Satisfaction guaranteed—try me. 1000 running feet Bill Boards and good walls

Asheville, N. C. "The Land of the Sky."
Resident population, 15 000; visiting population, 7,000. Asheville Advertising Agency. P. O. Box 17. Licensed City Bill Posters, Tackers and Distributors. Also control all Street Car Advertising in city.

Nanaimo, British Col. Pop. 7,000.
A. A. Davis owns and controls all bill boards and spaces. P. O. Box 189.

Fort Wayne City Bill Posting Co.
Theatrical and City Bill Posters. Distributing and Advertising Agents. Work promptly and properly executed.
FURT WAYNE, IND. C. B. Woodworth.

DENVER, COLO.
The Curran Bill Poeting & Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 165,000; Pueblo, 40,000; Colorado Springs, Colorado City and Manitou, 20,000.

Lima, Ohio. Pop. 20,000, W. C. Tirrill, City Bill Poster and Distributer. Work promptly done.

Memphis, Tenn.
Van Beuren & Co., Bill Posters and Distributers, 224 Second street.

Milford, Mass.
Population, 10,000. W. E. Cheney, City Bill Poster, Distributor, 22 So. Bow street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city Baggage and scenery truck express. fe-12

Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service. Palmyra, N. Y. Fred. F. Kelly, City Bill Poster and Distributor. aud

Waukegan, Ill.
G. Runey & Son, Distributors, Bill Posters etc. (Circuit 18 towns.) Pop. 35.000. Tucson, Arizona, 2,000 ft. of boards WM. REID Box, 148.

Delaware, O. G. D. McGuire, City Bill Poster and Distributor. Stavanger, Minn.
Ole Holm, Bill Poster and Distributor 1997

Evansville, Ind. 75,000. Licensed. Evansville Bill Posting and Distributing Co. Sole Bill Posters and Distributors, n97 Laconia, N. H. Pop. 15,000.

Folsom Opera House, Driving Park at Show Grounds J. F. Harriman, Manage Owns all boards in the city and suburbs. hen you write, mention Rillboard Advertising

#### Classified Advertisements | Classified Advertisements

BILL POSTERS' DIRECTORY.

W. E. Patton, Corinth, Miss.

Bill Poster and Distributor. Reference furnished. Box 164. Waukesha, Wis.

Cadwell F. Mevis City Bill Poster and Dis-tributor 638 Main Street. n97 Aurora, Ills.

Bill Poster and Distributor.

Circuit, 16 towns. Pop. 60,000.

Oakland, Cal.
Beinsco & Co., Bill Posters and Painted
Signs.

Woodland, Cal. Dietz & Glendenning, Bill Posters.

Lu Verne, Minn. Pop. 3,000.
Dana M. Baer, Bill Poster and Distributor,
Box 490. a6 R. W. STORRS. De Funiak Springs, Fla.

Can cover all West Florida outside of Pensacols in any manner desired. Brantford, Can. Pop. 17,000. Chas M. Smith & Co., Bill Posters and Distributors, own and control 20,000 feet of boards. Reliable distribution.

#### DISTRIBUTERS' DIRECTORY.

We can guarantee that advertisers will receive honest, reliable service from any firm or person whose advertisement appears in the following list. No advertisements received from minors. References as to honesty and integrity must accompany all applications for space.

Meridian, Miss., Pop. 15,000 L D. Hoffer, city bill poster and distribu-

Rutland, Vt., M. Kingsley,
Owns and controls all billboards. Address
48 West St., Rutland, Vt.

Parkersburg, W. Va., Pop. 15,000 C. C. (heuvront, bill poster and distribu-tor. Reference, any bank in city. Satis-faction guaranteed. 97

Paducah, Ky., H. Joseph Harth. Unexcelled Distributing Service. Scranton, Pa. Population 120,000
The Metropolis of the coal regions.
Reese & Long, Distributors may 97

Chillicothe, Mo., Z. B. Myers.
Owns all bill boards. Tacking, Distributing and Bill Posting done satisfactory or no pay. Write bim. d97

Atlanta, Ga., 124 Haynes St. Wm. Peden, Advertising Distributed, Signs tacked up in this and adjoining coun-ties, \$100 per 1000 and up.

Terre Haute, Ind. James M. Dishon, Distributing, 29 South 5th St. Carlisle, Ind.
Sullivan Co., R.J Chilcote. Distributor. n7

Manning, S. C.
Distributor. T. M. Young, Manager. P. O.
Box"Y."

Charleston, W. Va. Pop 15.000
E. H. Carwithen. Distributor. Satisfaction
guaranteed. Six adjoining towns. pg7

Bangor. Me., and Neighboring Cities. Pop. 40,000.
Distributor and Sign Painter, reliable service at bottom rates. Write me for estimates. E A Campbell 17 Park St. n97

Peru, Ind. Chas W. Stutesman,

Jacksonville, Ill., 807 S. Main St. Wm. Burke, member o by U.S. Dist. Bureau.

Boise, Idaho, Elmo, Gordon & Co. Reliable Distributers and Sign Tackers, We pay rent for our locations and can guarantee.

Pop. 350,000

Cincinnati, O.

Unexcelled Distributing Service.
W. H. Steinbrenner, 811 Vine, Cincinnati Chicago, Ills. J. A. Clough, Contracts solicited for the distribution of all legitimate advertising matter in Chi-cago and suburban towns.

Scranton, Pa., 654 Deacon St.
J. H. Beltz, member I. A. of D., samples put
out, circulars distributed, signs natled up.
Work isgustanteed, 200,000 people in Lackawanna County. (197

Jackson, Ga., C. A. Henderson & Co. Member I. A. of D., advertising agents, Territory: Atlanta, McDonough, Griffin, Locust Grove, Jackson, Flanilla, Macon, Forsyth and Barnesville, includes population of 175.000.

DISTRIBUTORS' DIRECTORY.

Springdale, Arkansas. Circulars samples, bookie's, almanacs,etc, houestly and thoroughly distributed from house to house at reasonable rates. Ad-dress D. H. Whitener.

Grand Rapids, Mich.

Newport, Ky.
G. H. Otting & Son, Bill Posters and Distributors, 608 York street. Paterson, N. J., Population 98,000.
Abram H. Post Distributor, 48 Hamburgh

Williamsport, Pa. S. M. Bond. Distributor.

Pittsburg, Pa. Pop. 500,000.

Established 1892.
The "TWIN CITIES" Distributing Agency,
DISTRIBUTORS,
Office 6, Sixth St. Branch, ALLEGHENY.
J. T. Hudson, Manager.

Mattapan, Mass. D. L. Cushing,

Menomonie, Wis.
Flint & Thompson,
Circular Distributors. References furnished. Rates sent on application. Milford, Mass. Pop. 9,000. E. R. Negu , Dis'ributor. 337 Main St.

Rochester, N. Y.
The J. E. Stroyer Co., 114 Weld St., handles all classes of advertising matter, from a hand-bill to a circus program. No botch

#### EXPERT AD WRITERS.

divertisements under this head \$1.50 per year, in nonpareil. In bold-face type, \$3.00 per year. Dis-play advertisements not exceeding 7 lines, 25c. per line. All advertisements amounting 6 \$1.50 and over include a year's subscription free.

Blaney, Wm. E., Box 290, Haverhill, Mass.

Boardman, M. F., 2554 Emerald St., Philadelphia, Penn. Cutler, John, Newton, Mass. Bates, Charles Austin, 1413-1415 Vanderbiit Bldg. New York, N. Y.

C. I., Rose, N. Y. Bond, of Boston, 16 Central Street. Curran, R. L., III West 34th st., New York, N. Y. Day, Chas. H., Whitneyville, Conn.

Fowler, Nath. C., Tribune Building, N. Y. Marston. Geo W., Portsmouth, N. H. Moses, Bert M., Box 283, Brooklyn, N. Y. Newitt, J. C., Stimson Bldg., Los Angeles, Cal. Patterson, Will J., 125½ W. 3d. Los Angeles, Cal. Scarboro, Jed., 48 Arbuckle Bldg, Brooklyn, N. Y.

Star Ad-writing Bureau and Advertising Agency, Washington, D. C. Wm. A, Hungerford. L. P. Darrell.

Stewart, W. C., 4114 Elm Ave., Philadelphia, Pa Ward, Artemas, Lincoln Bldg., Union Sq., N. Y. Wilder & Co., 621 Market st., San Francisco, Cal. Woolfolk, Chas. A., 446 W. Main street, Louisville, Ky. Zingg, Chas. J., Farmington, Me.

RUBBER STAMPS. Climax Stamp Works, box 106, Belgreen, Ala. ample—any wording—for 10c.

THEATRE TICKET PRINTERS.

C. F. Ansell. Mfg. Coupon Theatre Pickets and Diagram Ticket Racks west prices. Always on time. No mistake Washington Street, Chicago.

#### STREET CAR ADVERTISING.

Advertisements under this heading \$1.50 per year in nonpareil. In bold face type, \$3.00 per year, in nonpareil. In bold face type, \$3.00 per year. Display 25 cents per line, devertisements amounting to \$1.50 and over, include a year's subscription free.

sheville Advertising Agency, P. O. Box 17, Asheville, N C. Asheville, N. C. Barron G. Collier, Times Bidg., N. Y. Cole Bidg, Memphis, Tenn. Froadway Advertising Co. Hugh J. Grant, pres. 261 Broadway, New York City.

Mark D. Batchelder Co.. 38½ Marietta Street, Atlanta, Ga.

Also Savannah, Ga., Charleston, S. C., Richmond, Va., Peoria, Ill., St. Joseph, Mo., Dubumond, Va., Peoria, Ill., St., Joseph, Mo., Dubuque, Ia.
O. J. Mulford, Hammond Building, Detroit, Mich., Western Adv. Co., 316 Union Trust Building, St. Louis, Mo., Sam. P. Ferree, 231 Broadway, New York City Manhattan E. R. Advertising Co., 33 Murray st., New York City.
M. Wineburgh, Times Bldg., N. Y.
M. Wineburgh, Sr. Boston, Mass,
M. Wineburgh, Jr., 164 Bank st., Cleveland O. Wyndham Robertson, Dallas, Tex.
The Acton-Burrows Co., Toronto, Ont.
When you write, mention Bilboard Advertising.

#### POSTER PRINTERS

Advertisements under this head \$1.50 per year, in year in nonpareil. In bold face type, \$3.00 per year. Display advertisements not exceeding 7 lines, twenty-five cents per line.

Advertisements amounting to \$1.50 and over in clude a year's subscription, free.

Calhoun Printing Co, Hartford, Conn
Calvert Litho Co, Detroit, Mich
Cameron Show Printing Co, 57 Ann, New York
Central City Show Printing Co, Jackson, Mich
Central Litho and Eng Co, 1406th ave, New York
Central Show Printing Co, 143 Monroe, Chicago Carqueville Lithographing Co., 75

and 77 La Salle Ave., Chicago.
Correspondent Show Printing Co, Piqua, Ohio
Courier Printing Co, Brantford, Ontario
Courier-Journal Job Rooms, Louisville, Ky.
Courier Show Printing Co, Buffalo, N Y
Cox's Sons, John, Gay and Pratt, Baltimore

Dando Printing and Publishing Co., 34 S. 3rd St., Philadelphia, Pa. The Donaldson Litho. Co., Cin'ti, O.

Enquirer Job Print. Co., Cin'ti, O. Free Press Sh .w Print., Detroit. Free Press Sh | W Print., Detroit.
Fox. Richard K, Franklin and Dover, New York
Gillin Show Print, 192 West 14th, New York
Goes' Litho Co, 140 Monroe, Chicago
Gt. Am? Eng & Print Co, 57 Beekman, New York
Great Western Printing Co, 511 Market, St Louis
Greve Litho Co, The, Milwaukee, Wis
Haber, P. V., Fond du La-, Wis
Hasselman Printing Co., Indianapolis, Ind
Hatch, C R. & H. H., Nashville, Tsnn

Hennegan & Co., Cincinnati, Ohio.

Libbie Show Print, Boston, Mass. LIDDIO SIDOW PPIRT. BOSION, MASS.
Lick Show Print, Fort Smith, Ark
Liebler & Maass, 224 Centre, New York
Mauberret's Printing House, New Orleans, La.
Metropolitan Printing Co, 222 W. 26th, New York
Miner Litho. Co The H. C. 342 west 14th st.
New York,
Morgan, W. J. & Co., St. Clair st., Cleveland
Morrison Show Print, Detroit, Mich.
National Printing & Eng. Co., Chicago
Orcutt Litho. Co. Chicago

The Penn Printing and Publishing Co., 605 Sansom St., Philadelphia Pioneer Printing Co., 214 Jefferson, Scattle, Wash Planet Show Print, Chatham, Ont., Canada, Richardson & Foos, 112 4th Ave, New York Riverside Printing Co., 216 3rd, Milwaukee, Wis United States Printing Co., Cincinnati What Cheer Show Printing Co., Providence, R. I. Winterburn Show Print., 142 Monroe st., Ch cago

FORMULA and complete directions for making a Hectograph 10c. PETREE PUR. CO., Belgreeu, Ala.

#### MURAL SIGNS AND PAINTED BULLETINS

Advertisements under this head \$1.50 per year in nonpareil In bold face type, \$3.00 per year. Display advertisements not exceeding 7 lines, 252 per line. Advertisements amounting to \$1.50 and over include a year's subscription free.

Boston, Mass.
Boston Advertising Co., 8 Bromfield st. Boston Advertising Co., 8 Bromheld st. ROOKLYN, N. Y. The New York and Brooklyn Adv. Sign Co., DeKalb and Hudson aves. Reeve & Fitzpatrick, 136 S. 8th st.

Reeve & Fitzpatrick, 130 S. Stri St.
CINCINNATI, O.
The John Chapmn Sons Co., 19 Longworth st.
Dilt's Advertising Service. 312 Coleman st.
Ph. Morton, 333 west Fifth st.
CHICAGO, ILLS.
R. J. Gunning, Wabash ave., cor. VanBuren st.
Bour & Company, 59 Dearborn st.
F. M. Lewis & Co., Temple Court
Thos. Cussack, Blue Island ave. and Throop st.
CLEVELAND, O.
Bryan & Co., High and Middle Sts.
DENVER, COL.
The Curran Bill Posting and Advertising Co.
DETROIT, MICH.

DETROIT, MICH.
Walker & Co., 43 Rowland st.
KALAMAZOO, MICH.—J. E. McCarthy & Co. Walker of Mich.—J. E. McCarlin,
Lexington, Ky.
L. H. Ramsey & Co., 137 east Main st.
Louisville, Ky.—Heverin Bros.
NEWARK, N. J.—Newark Bill Posting Co.
NEW YORK, N. Y.
Laling 3 Park P.

C. S. Houghtaling, 3 Park Place. 8am W. Hoke, 107 W. 28th st. Unexcelled Advertising Co., 46 Vesey street

OMAHA, NEB.
Thos. Mulvihill, 1512 Harney st.
OSHKOSH, WIS.—John E. Williams.
PHILADELPHIA, PA.
American Advertising Sign Co., 1336 Race st.
Wm. Johnson,
PITTSBURGH, PA.
G. G O'Brien.

PITTSBURGH, PA.
G. G O'Brien.
PRAIRIE CITY, IOWA,—W. S. Parker
SAN FRANCISCO, CAL.
Seibe and Green, 11th and Martin st.
California Ad-Signs Co.. 204 Sutter st.
SCRANTON, PA.—Reese & Long Adv. Co.
ST. LOUIS, Mo.
W. F. Williamson, 113-115 N. 6th street
Hulest & Stout Adv. Sign Co.
R. J. Gunning,
TORONTO, CAN.—Toronto Bill Posting Co.
The Acton Burrows Co.
VANCOUVER, CAN.—The Acton Burrows Co.
WINNIPEG, CAN.—The Acton Burrows Co.
BRANTFORD, CAN.—Chas. M. Smith & Co.
When you write, mention Billboard Advertising

# THE BILLBOARD.

Vol. IX., No. 2.

CINCINNATI, MARCH 1, 1897.

PRICE 10 CENTS PER YEAR, \$1.00

DO YOU INTEND TO ADVERTISE IN

# SAN FRANCISCO?

OAKLAND AND ALAMEDA CO., CALIFORNIA.

San Francisco 350,000 Population.
44,000 Lineal Feet Fencing
10 and 20 Feet High.

Oakland 60,000 Population.
11,000 Lineal Feet Fencing
10 and 20 Feet High.

Alameda Co. 150,000 Population.
9,000 Lineal Feet Fencing
10 and 20 Feet High.

# SIEBE & GREEN,

OWN THE-

BILL POSTING

-AND

PAINTED SIGN PLANTS.

General Office,

\*\*\*\*\*\*\*\*\*\*\*\*

11th and Market Sts., San Francisco.

Branch Office,

3d and Washington Sts., Oakland.



POSTERS vs. SIGNS.

By SAM W. Hoke.

I have had some experience with painted signs. For some ten or fifteen years I have been watching the results of sign advertising, and for some three or four years I have been noticing the effects of the same class of publicity on the same classes of goods, only posters were used instead of paint.

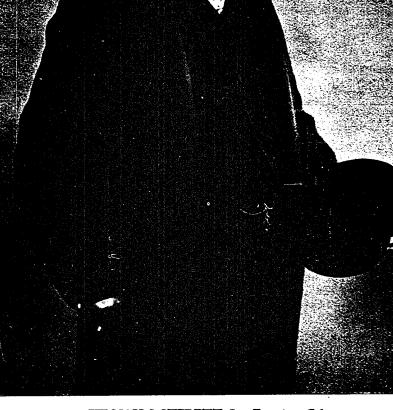
Well-painted signs are powerful, there is no mistaking that fact. For a few days they are powerful. But after a man (a disinterested man) has seen a sign a few times he fails to see it anymore. It is there and he continues to pass it, but he don't see it. He goes along a certain street, to and from his business, daily for weeks and months, and the same old houses are there all the time; but he does not see them and he pays no attention to them; one day however one of them is being torn down, or a new one is being built, and he sees it, because it is different from yesterday.

You paint a sign on a wall and a man sees it the first time he passes the wall, and possibly the second and the third time.

You post a poster on a billboard, and it is seen; in a few weeks or a month it has become shabby and needs renewing; it is renewed but is put elsewhere—on another board or on another part of the same board. If the position of the board is too good to exchange for something else, there is other paper going up on the same board just alongside of your poster, which serves to call renewed attention to your poster. If your poster occupies the entire board, the new paper used in renewing, being fresher and brighter than it was yesterday, calls renewed attention to your poster.

During the many years that I was selling sign space almost exclusively, I, being interested, noticed every sign I passed, and every time I passed it. I got to believing that everybody else did the same thing. In fact the people I did business with, being interested in signs, did the same thing to a considerable extent. And it was only a few years ago that I got to seeing things through other glasses.

In '93 the Admiral Cigarette painted more wall and bulletin signs in the city of Chicago than had ever been painted there before by any one advertiser. I placed the order and inspected the work, and I know. To people in the trades—the tobacco trade and the advertising trade—the order was a wonder. Six months after these signs were painted and while they were still in good condition just as they had been all along, I visited the city, and met a young friend who was engaged in the building line. His business was such as to keep him on the streets in his buggy most of



WILLIAM I. STERETT, San Francisco, Cal.

the time. He traveled all over Chicago and practically saw every foot of the city every week. He asked me what I was doing, and I replied that I had a big deal painting Admiral Cigarette throughout the entire country.

"The Admiral Cigarette?" he replied, "why they started in here some months ago, but I suppose they have quit Chicago; I never see anything more of them. Some months ago they were advertising enormously here."

When I reminded him that every bit of advertising he had seen in the past was still in the same places, and that one of the signs was in plain view from where we were standing, he was surprised and could hardly believe his senses.

Another reason why posters are the best

of the two methods: You have a new article of merchandise, or rather a new trade mark or trade name. You are in the milling business, we will say, and you have a new flour and you call it Aunt Jerusha's Flap Jack Flour. It is a good thing; you know it is a good thing, for all your friends who have tried it tell you it is a good thing. You go into one town and you put Aunt Jerusha's Flap Jacks on the market and it goes like hot cakes. You place it in another town, under the same favorable auspices, and it falls flat. Why does it fall flat? I don't know. Nobody yet born knows, but we all do know that some things that sell well in New York won't go at all in Philadelphia, or even in Brooklyn or Jersey City,

Now, suppose you have paid out four or five or six hundred dollars for a year's painted publicity, in one of the towns that does not take kindly to your goods; the money is spent, and there is no way to get it back; the signs are there to be sure, but it does not pay to keep a stock of goods in the city, the demand being so slight.

On the other hand, you start in with posters; at the end of thirty days you have spent say fifty or a hundred dollars. The goods don't go; you can fly the town or you can try another method of advertising-newspapers, distributing circulars and samples, cooking exhibitions in some prominent grocery, or a dozen different methods. You are out only the first month's posting bill. If, finally you conclude that that town won't take your article you can get a new poster advertising some other specialty, or probably the same article under another name, and find it catches on well To change sign advertisements would cost just about as much as the original painting did.

Another thing: If your money is limited, or if you want to advertise a considerable portion of the country with a a small amount of money, you can post for one month and omit a month; then post again and omit again, and all this time you are paying only for the time your paper is on the billboards.

Bill posting has in the past been conducted on the one-time plan almost exclusively, and there are many people who do not know that a year's publicity can be secured on the billboards just the same as with painted signs, all that is necessary being to supply the bill poster with sufficient paper to renew with at least once a month throughout the year.

(And, parenthetically, I want to say that there are bill posters who don't know what I mean when I ask for estimates from them on a year's publicity. I wrote to one man some months ago for rates on a year's bill posting. He replied that he "didn't post nobody" for more than 15 days, and his price was 3c a sheet. I finally went to see him, told him I was willing to give him 3c a sheet for 15 days, and 3c a sheet for the next 15 days, and 3c a sheet for the the next 15 days, and so on throughout the year; but he couldn't see it at allcouldn't tie his boards up for one man more than 15 days—some one else was apt to come along and want space and he could't give it to him, etc., etc. Of course this is one of the towns that must be painted; though some day a bill poster who hasn't been ten years dead will hop in and put up a good service there.)

The Donaldson Litho. Co., of Cincinnati, who make a specialty of posters and hand bills for fairs, want to hear from fair managers.



What a rattling good lot of letter writ-

ers there are among the bill posters. And

what a pity more of them don't exercise

this talent by writing a letter in the shape

of an ad, and sending it to various adver-

tisers through the medium of THE BILL-

BOARD. I received a letter from I.D.

Plummer of Asheville, the other day,

giving the advantages of advertising in

Asheville in the winter time. If this had

been published in THE BILLBOARD it

would have been read by thousands of

advertisers, and in good display would

have cost Mr. Plummer not more than a

And how strange it is that when one of

them does make up his mind to put an ad

in THE BILLBOARD he at once sets out to

say something in the most unnatural way

possible, instead of writing as he would

CANADIAN BILL POSTERS

Cut this out, sign and mail it to W.W. Scane,

Chatham. Ontario.

To The Hon. Sir Richard Cartwright,

The Memorial of the Bill Posters

I—That for commercial and theatrical

advertising purposes, a very large amount

of lithographic and other printed matter

windows is annually used by your Memo-

2-That such goods are not manufac-

tured in Canada to any extent, but im-

3 That the customs duty on the afore-

said goods of 25 per cent and 15 cents per

pound, is a severe and onerous tax on the

bill posters in Canada, and handicaps

them in their efforts to inform the public

as to the advent and nature of coming

4-That your Memorialists therefore

hope that the Dominion Government, in

their forthcoming revision of the Canadian

tariff, may see fit, for the reasons herein-

before set forth, to recommend such

reduction in the duty on imported adver-

tising matter, as aforesaid, as may in their

judgment give the relief now asked for

And your Memorialists will ever pray.

by your Memorialists

theatrical, circus and other attractions:

Canada respectfully showeth:

ported from the United States:

rialists:

K. C. M. G. Minister of Trade and

talk when trying to get an advertiser's

five-dollar bill.

It is rumored that The Bill Poster published at Toronto, Ont., has suspended

The George Teleston Milling Co., St. Cloud. Minn., is likely to become a permanent patron of the boards in the upper Mississippi Valley. It manufactures flour.

The American Cereal Company, Akron. O having passed back to the control of parties who managed it several years ago, is likely to resume advertising posters and bulletins before many months.

While there is a complaint that those recently in charge have expended enormous sums for publicity, it will be found on investigation that the bulk of the money was used on forms of publicity that were inferior. The rational course to pursue under the new state of affairs is, of course, to be faithful to out door advertising, and thus make sure of the one profitable form of publicity.

The Lyon Celery Tonic Co., of Dunkirk, N. Y., have just moved in larger quarters. They are contemplating a summer campaign on the boards.

L. C. Pullen is advertising manager of the great J. C. Ayer Co., Lowell, Mass.

The business of James E. Pepper, Lexington, Ky., has passed into the hands of Mrs. Pepper and a syndicate of British capitalists. A company, styled James E. Pepper & Company, has been organized to conduct the manufacture of the Pepper whiskey. Mrs. Pepper will be president of the company.

The Stover Bicycle Mfg Co, of Freeport, Ills., will use a one-sheet largely during the coming summer. Communications to the secretary, John F. Smith.

The Coca Cola Co., of Atlanta, are about ready to receive estimates from bill posters. Address the president, F. M. Robin-

The bill posters of New Jersey have formed a state association. It is called the New Jersey Bill Posting and Display Advertising Association. J. F. O'Mealia, of Jersey City is president; E. Slocomb, Newark, vice-president; J. R. Fitzgerald, Patterson, secretary; J. F. Whitehead, Passaic, treasurer. One of the Eastern papers, in an account of the meeting. gravely asserted that "letters were received and read from the following people, viz: Al. Bryan, of Cincinnati, Wm. Campbell, of Chicago; B. Canall, of Albany, and W. Leonard, of Grand Rapids," Now that's rather hard on Ballie. We know that he has been suspected of possessing a tank of generous dimensions. but this is the first time we have ever heard it termed a canal.

#### THE BILLBOARD'S VICTORY.

Printers' Ink has finally capitulated, and will hereafter conduct a department devoted exclusively to the billboards. This paper has always been the apostle of newspaper advertising. It has always heretofore preached for publishers exclusively. It could see nothing commendable, or even legitimate, in any other avenue to publicity. Despite the fact that all the other advertising papers one after another gracefully vielded to the inevitable. Printers' Ink held out stubbornly. Brains, Profitable Advertising, Fame, Art in Advertising, Push, The Western Advertiser, The Advertising World, all recognized the merits of the poster long The Bill Poster, of Chicago, The Bill Poster, of Toronto, and Advertising Experience came into existence in the meantime, and did likewise. And now Printers' Ink swings into line and makes the victory (our victory) complete. We claim the credit, all of it. When we first came out, bill posters had no paper, and what is more, they did not even have a department in a paper devoted to their interests. Now they have them all, three of them exclusively, as a result of our efforts. This is what THE BILLBOARD has done for the bill posters of America. She has done it, too, in spite of a great many of them, for while the battle was thickest. when it was still anybody's fight, a large number of influential bill posters not only withdrew their support, but actively opposed us.

And yet we won, and the victory is encouraging and reassuring. We feel that we will now accomplish the object of our ambition and see the day when all advertisers will concede that the billboards are the best of all advertising media. Not auxilliary, not supplementary, but the principal-the mainstay-the foundation upon which the whole edifice of advertising rests.

The reason you hear so little about the efficacy of posters in comparison to space in publications is simply because there is for wall posting and exhibition in store less in them-for agents. An advertiser comes nearer getting what he pays forall he pays for on the boards than in any other known medium.

#### Purely Personal.

Under the heading "Well Done" the Cincinnati Times-Star, speaking of the settling of the J. Q. A Chapman estate, speaks as follows, viz: "The children and grand-children of John Q. A "The children and grand-children of John Q. A. Chapman, the pioneer bill poster of Cincinnati, are an example to the world in quick and common sense settlement of a big estate. On the 22d of December Mr. Chapman, Sr., died. Friday last deeds were recorded, giving to each heir his or her share of the estate, which amounted to \$3,000, of which \$50,000 is in real estate, the bill posting plant being appraised at \$53,000. The business has been turned into a stock company, all the stock being owned by the heirs, and they are doing business at the old stand. All of the debts of the estate have been paid. M. W Conway was the attorney for the heirs, Burrell B. Chapman, who was cut off in his father's will without cause, participates equally with the other heirs in the division, and that too, without contest or legal process.—Thos. H. Carroll, of Anoka, Minn., is reaching out after local commercial work ——Chas. Garland, of Ironwood, Mich., is the only bill poster at that point.—Horton, Kas., now has 3,617 population. P.V. Buchholz is the bill poster.—C. L. King, the old reliable, at Independence, Kas, has an honorable record of fifteen years. He refers with pride to any bank in Independence.—C. S. Long has embarked in the business at Marceline, Ills. He will also work Brookfield come ten miles distant.—Jasper A Ward, of Salem, Oregon, is arranging a bill posting circuit that will cover in a thorough, systematic reliable and business 1112

few of the leading towns, is at present very indifferently covered, we hope Mr. Ward will succeed.— F. M. Dawson, of Lynchburg, Va.,
should be addressed care of the Opera House, of
which he is manager.— Hiram H. Thomas, of
Brownwood. Tex., is a professional stage carpenter. He owns the boards at Brownwood.—
Heacox & McDonald, of Fostoria, O., advise us
that they have one thousand feet of boards and
one hundred and fifty three-sheets.— H. S. one hundred and fifty three-sheets,—H. S. Schneider, of Oak Park, Illa,, is meeting with success in local commercial work,—W. B. Fuhrer, of Mt. Vernon, Ind., is a new one.—C. E. Finfrock is manager of the Capital Adv. Co., Attica, Ind.—Velles & Dunham have instituted a plant at Washington, N. J.—The Quinn Bill Post and Adv. Co., of Victor, Colo. are doing considerable local commercial work.—A. W. Huntley, of Saranac, Mich., is a bill poster who also conducts a drug store and a book store—Fred. C. Parker, of Macon, Mo., is reported to be doing a good business.—T. S. Simpson & Son, of Astoria, Oregon, have bought out their competitors, and the agents say they now have as fine a plant as there is in the state.—Jake J. Dish, of Kenosha, Wis., does a good local commercial trade. He also controls the opera house programme.—Smith Russell, of Perry, Iowa, says that city now has 5,000 population.—Richard Ruffian, of Edwardsville, Ills, writes that he has 800 feet of billboards.—Thomas Keyes is one of the old boys of experience who yet can hustle with any of the youngsters. He is very popular in Ionia.—Col. Burr Robbins, President of the American Bill Posting Co. came out victorious in the case in which the ex-show printer, John B. Jeffery, sued him for a hundred thousand dollars. Col. Robbins befriended Jeffery years ago, and aided him financially, taking his notes for same Jeffery met with reverses and it is said sought to evade his obligations to Col. Robbins. This led to suits and counter-suits, and finally to an indetment for perjury against Jeffery. The charge was not pressed and he was acquitted. He then instituted this suit for \$100,000.000 against Col. Robbins, alleging abuse of process, claiming that the latter was instrumental in securing his indictment. The case came to trial Feb. 3d. and the jury took the case at noon, Feb. 18th. He then instituted this suit for \$100,000.00 against Col. Robbins, alleging abuse of process, claiming that the latter was instrumental in securing his indictment. The case came to trial Feb. 3d, and the jury took the case at noon, Feb. 18th. They rendered a sealed verdict Feb. 18th, at 10:30 p. m. It was read in court Feb. 20th, at 10:30 a. m., and resulted in a most complete and sweeping victory for Col. Burr Robbins, and a dismal, disastrous defeat for Jeffery.—W. S. Young, of Farmer City, Ills. postssixteen towns.—Chas. L. Morgenstern, the city bill poster, of Pekin, Ills. is a member of the I. A. of D.—Geo. M. Leonard, of Grand Rapids will attend the Mardi Gras festivities at New Orleans, Feb. 23th to March 5th. He will be accompanied by his wife and daughter.—John Powell, the hustling bill poster of Lawrenceburg, Ind., is having a fine trade on local commercial work. J. M. Morgan & Bro. of Salisbury, N. C. are busy.—Hudson, Mich. is now looked after by J. A. Lynch.—Geo. Cramer's address is 133 W. Pomfret st., Carlisle, Pa.—Al. Stillwell of Oakland, Cal. has been succeeded by the Stillwell Adv. Co., is in all probability largely compased of Al. Stillwell Jas. S. Dean is Secretary of the new corporation.—Fred. S. Schaeffer, the bill poster of Henry, Ills., mails circulars, represents the Henry Ilms., deals in addresses, score cards and pro-S. Dean is scaled.

—Fred. S. Schaeffer, the bill poster of recury, s., mails circulars, represents the Henry met, deals in addresses, score cards and proamme privileges, and publishes a poultry iper.

—F. W. Schell, the bill poster at odgeville, Wis., runs a shoe store, a harness op, a clothing store, and manages the opera ouse. It ought to keep him fairly well occur ided.

—We are indebted to Mr. J H. Simpson of the California Adsigns Co. for the account of the tenth annual convention of the Pacific Coastenth annual convention of the of the California Adsigns Co. for the account of the tenth annual convention of the Pacific Coast Bill Posters' Association, which appears in another column.—C W. Otis is a new one at Saratoga Springs, N. Y.—Henry Werner, that sterling bill poster of Winona, Mian., reports business good.—W. J. Kryder, of Dowagiac, Mich., has made application to the International Bill Posting Association—We are indebted revision of the Alabama list of bill posters which she made recently in our interest ——P. M. Cooley, of Binghampton, conducts a splendid service. There are none better in the state.—The Western Bill Posting Co., of Salt Lake City, Utah, are particularly anxious to secure copies of BILLBOARD ADVERTISING of the issues November 1985. ber and December, 1894 and February and 1895.—T. A. Clark is the bill poster a berland, Md. His address is 48 S. Mecha that city.—Mr. S. Oates, of Leeds, En lied January 14th. His business will be cled under the management of billings. died January 14th. His business will be continued under the management of his son Lewis A. Oates. — J. M. Robertson, the bill poster at Bowling Green, Ky., is also the lessee and manager of the opera house in that city. —— F. J. Russell, of Newberry, S. C., besides conducting the bill posting plant in that city, also operates a large grocery. —— Frank Wnorowski. (try to pronounce it and you'll find your mouth full of business) is manager of the Salem (Ill.) Adv. Co.

Perhaps one of the biggest feats ever attempted in lithography was accomplished last week by The Metropolitan Job Printing Office. The New York Journal sent copy for 1,000 28-sheet pictorial stands in four colors to this concern on Wednesday afternoon, February 3, with the positive requirement that they must be delivered to the billposters Saturday morning. This demanded drawing on 112 lithographic stones and presswork ographic stones and press amounting to 112,000 impressions, and b 12 o'clock Saturday the job was completed and posted on the dead walls and fences of the metropolis. The stand is a mos

#### Pacific Coast Bill Posters.

The Tenth Annual Session of the Pacific Coast Bill Posters' Association was held at the Russ House, San Francisco, Jan. 15th. President W. H. Lee, Vice-President Chas Levansaler, Treasurer W. A. Caswell, and a good attendance of members were present. Mr. Geo. A. Treyser, ex-President of the American Bill Posters' Association, was invited to attend the meeting, and was warmly welcomed by the members present.

The following applications for membership were received: G. M. Brush, Petaluma; L. A. Daniels, Santa Cruz; B. S. Morrissey, Marysville; Phoenix B. P. Co., John Beck, manager, Phoenix, Arizona; Arthur B. Jewett, New Whatcom, Wash.; Harry Gear, Paso de Robles; N. H. Wilson, Merced. All were reported upon favorably, and the applicants declared elected

An invitation was received from the California Adsigns Co. to participate in a ride to and lunch at the Cliff House, on Ian. 10. The invitation was accepted.

The election of officers resulted unanimously as follows: President, W. H. Lee, Santa Rosa: Vice President, W. H. Humphreys, Stockton; J. H. Simpson, S. F.; W. A. Caswell, Sacramento. The officers were then duly installed, the obligation being administered by Al. Stilwell.

An amendment to the Constitution and By-Laws was made by striking out the the words, "Advertising Agent or Solicitor," which would leave as eligible to membership only the recognized city bill posters withIn the States and Territories of the Pabific Coast.

The California Adsigns Co., of San Francisco, was declared to be the only authorized soliciting agent on the Pacific Coast for the Pacific Coast Bill Posters'

sociation. The meeting adjourned to meet at the office of the California Adsigns Co., of San Francisco, July 14th, 1897.

J. H. SIMPSON, Sec'y.

#### WILLIAM L STERETT. Foremost among the young business

men of San Francisco who have steadily carved out their destiny by sheer force of character, natural ability and close application, is William I. Sterett, the wellknown printer and engraver, whose large and complete stock of mechanical conveniences is located at 532 Clay street, between Montgomery and Sansome streets, San Francisco, Cal., forming one of the best plants on the coast. Although one of the youngest of those engaged in commercial pursuits in this city, Mr. Sterett has had an abundant and valuable experience, which he utilizes to the best possible advantage in his business He is energetic and full of the commendable spirit of enterprise, without which no man can hope to make a success of himself along business lines. Genial, popular, just in all his dealings, he is regarded as as one of the brightest of the younger business representatives who keep the ball of commercial activity rolling. Mr. Sterett comes very naturally by his ability, his father having been a pioneer and a man of acknowledged worth in the community. His son, who succeeded him, and whose portrait is herewith given, is in every way a worthy descendant of a highly respected

DESCRIPTION OF THE PROPERTY OF Poster Printers TANDEN TO SELECTE

Karle, of Rochester, is a new one, a twenty-eight-sheet stand, lithographed, which they executed for the Sen Sen Co. is entirely creditable.

Rees, of Omaha, has introduced a new shape for a date. It is a novelty that bids fair to prove popular.

The Ottman Litho Co., of New York, got the contract for the Coca-Cola Co., of Atlanta.

Hennegan & Co., of Cincinnati, have had a new whole-sheet letter cut that is about the most useful thing we have seen

The Donaldson Litho Co. will hereafter be represented on the Pacific Coast by the Sterret Show Printing Co.

The Greve Lithographing Co. assure us of their interest in THE BILLBOARD by stating that they do not want to miss a single copy. By the way, this firm has done some work for Chas. A. Gardner that is particularly good. Their output grows constantly better.

Under the head of Poster Advertising, Profitable Advertising-January issueholds forth at some length on poster printers. As the article is chiefly remarkable for what the author does not know about his subject, we will only quote

I believe you can count the first-class poster ithographic houses on the fingers of one hand. Let's see: Strobridge, Morgan, Thomas & Wylie napp, and last, but not least, Julius Bien & Co. This sketch is not written for the purpose of advertising any particular firm, and its aim is the same as that of all articles written for Profitable Advertising, to give reliable informaprofitable returns. When it comes to comme cial work, such as stationery, show cards, booklets and the like, there are houses that may but not on poster work. \* \* \*

We will not dispute Profitable Advertising's assertion that the article was not written to advertise anyone in particular. That is perfectly obvious. One need only look at the fourth page of the cover to see how sincere the protestations of disinterestedness are.

We wonder, though, if all the rest of the American poster printers are as hopelessly bad as Profitable Advertising would have advertisers believe. It is hard to believe, for out of one hundred and eightytwo, there surely ought to be more than five who produce first-class work. Let us see. We will begin with Boston. Profitable Advertising is published there, and it does not credit Boston with a single first class poster printing establishment. Yet the great Forbes Lithographing Co. is there,\* and Walker, too - both undemably first-class.

We have little space at our command but we will skim lightly over the rest of the country. Take The Courier Litho.

\*The Forbes Co.'s works are at Chelsea, a suburb of Boston, but their main offices are in Boston, and it is regarded as a Boston house.

Johns, of Cleveland; Calvert, of Detroit; Carqueville, the National, the Central, Orcutt, and the Goes Co., in Chicago. Are none of these entitled to rank as firstclass? Then take the Riverside, of Milwaukee-Pat Shannon will relish this-The Great Western, and Compton & Sons. of St. Louis: then Cincinnati, with the immense United States Printing Co., The Enquirer Job Printing Co., Henderson, Macbrair, and Donaldson; and there is Dando, of Philadelphia; the Metropolitan, Ottmann, Miner and Seers, in New York. And more, many more, too numerous to mention here, that are counted secondclass or worse by Profitable Advertising.

Truly a little knowledge is a dangerous thing. Profitable Advertising really ought to find a coach who knows something about posters.

#### Purely Personal.

J B. Savage, of Cleveland, O., handles lithographic posters in Cleveland for outside houses.

—A relic of by gone ages, is the three-sheet used to advertise the New Orleans Mardi Gras used to advertise the New Orleans Mardi Gras this year. It is in the style popular fifteen or twenty years ago, and is from the press of Walle & Co., New Orleans.—The three-sheet advertising Shoreacres cigars, which was made by Calvert, of Detroit, for Barlow Rogers & Co., of Binghamton, N. Y. is thoroughly artistic, but does not read as well as it might, especially at a distance.—Jim Winterburn, under the firm name of W. J. Winterburn & Co., is in the swim again.—The Enquirer Job Printing Co. are very busy, and turning out an exceptionally

#### The Running Horse at Fairs.

#### A paper read at the Third Annual Convention of Wisconsin Fair Managers.

When our worthy secretary wrote me, asking that I prepare a paper on some appropriate subject, to submit to this meeting, I rashly answered that I would do so. When he wrote again, asking for the title of my paper, I saw that I had, like some indiscreet politicians, promised more than I could hope to fully perform, and that there was disappointment in store for many. To compensate partially for your disappointment, I will offer the merit of brevity.

I attempt a plea for the running horse at our fairs, because I believe firmly that he is a worthy and popular feature of entertainment to be maintained and enconraged. It is hard to conceive that anyone who has seen the interest manifested in and the enthusiasm aroused by running races among the people at fairs. can combat this proposition.

However famous the trotters and pacers contesting for purses, the calling up of the runners is always signalled by outburst of warm applause from the amphitheatre and the multitude lining the nome stretch.

This seems to warrant the conclusion that running races are approved by the patrons of the fair. A first consideration in fair management is to secure large attendance and swell gate receipts. To this end "attractions" are provided and liberally advertised. It being recognized that trials of speed are leading attractions, inducing attendance, fair managers are on the alert to make this feature as prominent and comprehensive as possible. Evidence of the popularity of all speed contests is found in the fact that while they are on substantially all the people

Co., of Buffalo; The Erie, of Erie, Pa.; within the gates are intently watching them, regardless of other features of the fair. That these already deeply interested people show increased animation when the running races are announced is equally good evidence that this phase is highly popular and contributes its full share of influence in drawing people through the gates - the primary and most important problem to be solved by fair

Within my recollection the fairs of the association I have the honor to serve were noted for fields of famous thoroughbred running horses. To find there, competing for the purses, horses valued at \$1,000 and upwards was not uncommon. Mile and repeat heats, two mile dashes. and long distance novelty races, etc., were regularly on the list, with generous purses attached. The bluest racing blood of the country only could hope for success in these contests, requiring powers of endurance that no "dunghill" possesses.

Those may be regarded as the "chivalric days" of horse racing, the decadence of which is a matter for regret. The royal racer.

"Who looked as though the speed of thought Were in his limbs,"

has furnished the foundation blood of the trotting aristocracy that to-day rules the turf. It is accounted a prime merit in the trotter or pacer, a surety of his ability to stay till the finish, and improving his chance of winning in hotly contested heats, if it be known that prominent in him is a strain of thoroughbred running stock. Is it not possible, therefore, if this stock is allowed to become extinct, that in time the blood of trotters may become diluted and viciated until the family deteriorates.

As a popular feature of the fair yielding direct dividends to the management, and for the maintenance of needed qualities in trotters and hardy roadsters, the running horse should have a place at all meetings. For each meeting I would provide at least one race of not less than one mile and repeat, for a purse sufficient to attract runners of known merit, and encourage a continuance of their breeding. As incentives to attendance purely, I believe that minor running races,—dashes of a mile or less,-should also be features of all fairs.

Annovances and losses through the shirking of entry fees and other tricks of latter-day running-horse men, doubtless result in some degree at least from the secondary consideration given them. They should be made to feel that they are on perfect equality with other horsemen, entitled to as full justice, and expected to abide by rules with equal fidelity. They, with all others, should be required to pay the fee on making entry, or furnish satisfactory security therefor.

W. H. BENNETT. Secretary, S. W. Wis. Fair. Mineral Point, Wis., Feb. 9th, 1896.

The Board of Directors of the Salem (Ohio) Fair and Exposition Company, have fixed the date for holding their annual fair this year for September 7, 8 and o. They will hold two summer race meetings, July 3 and 4, and July 23 and 20. Fast classes and large purses are to be the attractions of this season.

## Billboard Advertising

PUBLISHED MONTHLY AT 127 East Eighth Street, Cincinnati, O., U.S.A.

BILLBOARD ADVERTISING CO., JAMES H. HENNEGAN, Manager.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:

Advertisements will be published at the uni

form rate of twenty-five cents per agate line, except in the classified columns, where special ates prevail. Our terms are cash.

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Bretano's, 17 Avenue del Opera. The Trade supplied by all News Companies. plied by all News Companies. Remiltance should be made by cheque, post-office or express money order, or registered letter. The Editor cannot undertake to return unsolicited

tanuscript.
When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donaldson Cipher.

Entered as Second-Class Matter, at the Cincinnati, Ohio, Ivst Office, June 20th, 1895.

#### MARCH 1, 1897.

JUST about the time this issue of THE BILLBOARD reaches our readers, a special convention of the members of the Associated Bill Posters' Association will be in session at the Hotel Marlborough, New York City, considering the advisability of and. mayhap, devising ways and means to effect amalgamation with the International Bill Posting Association

President Bryan issued the call for the 5, 6, 7 and S, largely at the instance of The Bill Poster, the official organ of the organization. Everything depends on the outcome of this conference. The International has done its part. The balance rests with the Associated. No one can predict, with confidence, what the result will be. At this writing Mr. Campbell seems to have the strongest following, but the obstructionists are by no means

A strange coincidence is the fact that the Associated Press and the United Press are also valiantly trying to get together. Speaking of their efforts The Fourth Estate says,"The seemingly impossible may be accomplished, as the committees are most anxious to settle the war, which has lasted too long and is costing too much.' If Mr. Campbell carries his point, the bill posters will have aborted a war before it has cost a cent.

Life recently presented a cartoon, depicting a little boy expostulating with his father. "Papa," said the lad, "please don't say must to me. It makes me feel won't all over." The remark aptly illustrates a phase of the character of every American advertiser who amounts to shucks. Failure on the part of the various bill posters' associations to take it into proper account, has resulted disasterously to the business of bill posting. It has been the means of antagonizing advertisers, and has diverted thousands of dollars into other channels of publicity. If there is any one thing that the American advertiser regards as an inherent right, it is the privilege of bargaining for, and buying his advertising at the lowest possible figure. He is generally willing to pay a fair price, oftentimes a

good price, and quite frequently does pay a high price, but it is only after he has exhausted all his ingenuity in endeavoring to reduce it. Sometimes the means he resorts to are questionable, and all too often his demands are unreasonable, but if they are met with courteous firm refusals, reneated and reiterated until he is satisfied that he has obtained the best price to be had nine times out of ten he will capitulate and accept.

UNFORTUNATELY a certain class of bill posters who affiliate with an association, sooner find themselves in possession of a certificate of membership, than they are seized with a wild, ungovernable desire to dictate to advertisers-to tell them that they must do this, that or the other thing. This impulse usually finds vent in letters, coarse, abusive screeds, often abounding in grammatical errors and atrocious orthography.

There are merchants and manufacturers. thousands of them, who have never heard of a bill posters' association - never dreamed that such an institution existed. Every now and then, some one of them determines to try posters. He writes a courteous letter to a bill poster, offering work at certain prices, or, may be, asking for prices and discounts.

In reply he gets one of these vulgar letters. He also gets his dander up, quickly too, and the bill poster gets-left. Incidentally the publishers get that particular firm's appropriations thereafter.

THE strangest part of this strange inclination is the fact that the intelligent members of the organization are directly responsible therefor. The guilty ones in the rank and file are only following the precept and example of their leaders. These latter, in the conventions, tell at great length how they made one advertiser do this, compelled another to do that, and so on ad nauseum. The little fellow drinks it in and goes home firmly convinced that his first duty to the organization is to bluff, bulldoze and insult every other firm who offers him work. It's hurting the business-more, probably, than any one of the evil influences that bill posters have united to combat.

It should be taken up at the earliest opportunity. Members should be instructed, or, in fact, ordered to be uniformly courteous to all possible patrons. Unreasonable demands or offers should of course, be firmly declined but it should be done respectfully and with dignity. Sarcastic comments, sharp retorts, and arbitrary demands should be vigorously discouraged. They are often unwise and inexpedient when utilized by scholarly and fluent writers. In the hands of the ordinary small-town bill poster they

THE men who have been struggling to perfect the organization of the International Association of Distributors are entitled to much credit and commendation. They have encountered and overcome many difficulties. Heretofore this has been a fertile field for penny-ante swindlers and seltzer and milk rascals who have launched innumerable associations, some with the sole object of mulcting the

others, of selling cheap stationery at long prices, and still others of swelling the subscription lists of doubtful publications. It is small wonder, then, that countless difficulties and repeated disappointments were met with by the officers and members of the International Association of Distributors. Their zeal though is finally obtaining some measure of reward. It is now generally known that their efforts have been conducted along lines which, in the main, are logically correct. Interest is awakening, applications coming in at a most lively rate, and it really seems now that the movement is about to achieve final and complete success.

The publication in our February issue of a letter from one Clem. H. Congdon, president of an alleged organization, styled the National Distributors' Association, in which unfairness on our part was charged, made it incumbent upon us to institute an investigation. We have never regarded the National Distributors' Association as of any importance, nor taken its president seriously, still we decided to look into the matter carefully, and, if we discovered that the slightest injustice had been done, to make ample amends.

It will be remembered that the trouble arose over the distribution of a pamphlet for a so-called specialist, a Doctor Lobb, of Philadelphia. The man Congdon sent out the work to distributors at a shamefully inadequate price (40 cents a thousand), and then in numerous instances not only withheld payment, but roundly berated the distributor in the bargain. This is what certain members of the association allege. Congdon claims that payment is only withheld in a few instances, pending investigation, which, he states, is warranted by the paucity of the keyed (?)

Ls a preliminary step, we instructed one of our representatives to call upon Congdon and interview him. Although the stationery of the Sun leads one to believe that it is issued from offices in the Randolph Building, Philadelphia, neither the offices nor Mr. Congdon could be found there. No one in the building knew anything of either, but finally the agent of the building recalled Congdon as one who had rented offices from him in 1893, but who had, to use his expres-"skipped out owing him several

months rent." We are informed that Congdon's name is not in the Philadelphia directory, and, though our representative spent the best part of three days trying to locate him, was unsuccessful, and finally relinquished

Dr. Lobb could not or would not tell where Congdon could be found. He also had learned that our representative was connected with THE BILLBOARD. The following day he admitted to a gentleman -a resident of Philadelphia-that the contract with Congdon had been completed to his satisfaction, and that he had settled with him (Congdon) in full.

This admission was surprising. Not only that the returns were satisfactory, but that he had received any returns at A six-year-old child could not have bungled the apportioning worse than the

members of initiation fees and dues, printed schedule of assignments shows was done. A dozen towns that would have been fully covered with three thous. and pieces each received ten thousand, and distributors who explicitly ordered four, five and six thousand were also sent ten thousand each.

In the second place, the circular itself was poorly written, badly set, and carelessly printed on cheap paper. It is one of those dirty, filthy, obscene Lost Man hood circulars, about as uninviting as a mess of vomit, and which no one but persons of lost manhood will traffic in

As we said before, it is surprising indeed that the contract was completed satisfact torily.

If Dr. Lobb is satisfied and has settled with Congdon, why is an investigation necessary, and why does it take so long to complete it? The probability is that the investigation is about as nebulous and unsubstantial as the National Distributors' Association, which exists principally in the fertile imagination of its elusive president. In the meantime the following mem-

bers who put out the work are still unpaid: Francis Callaghan, Peabody, Mass.: R. Garrison, Kingville, Mo.; C. C. Williams, Box 68, Peacham, Vt.; Wilson & Slanker, River Styx, Ohio; A. R. Whitaker, Triadelphia, Ohio; J. C. Schug & Co., Post Washington, Ohio; Jas. Donaldson, Ithaca, Michigan; Chas. Whiteside, Westmoreland, Tenn.; E. H. Karrer, Waukesha, Wis.; Benj. Miles, Huntington, Ind.; J. H. Haynes, Ironton, O. This is probably not all. The list contains the names of those only who have written us that they were still unpaid. Some of these men we know to be absolutely honest and thoroughly reliable. All of them give good references. In any event we have no hesitation in stating that any one who would malign an honest man, imputing to him dishonest practises for the sole purpose of evading payment, is not only a coward, he is

If the high-sounding National Distributors' Association has any foundation in fact, its president has betraved the trust imposed in him. If it has no such foundation he and his so-called associate officers are guilty of obtaining money under false pretenses.

For the good of the association, members were requested to distribute loathsome booklets at less than one-third of regular rates! For the good of the association the president publishes to the world that members of the association are unreliable! Could anything be more transparently false?

Congdon's pseudo-organization and all the rest of the snaps and schemes put forth in the guise of distributors' associations are pernicious evils. Most of them refused to talk for publication after he are openly fraudulent, some few merely chimerical and utopian. But the effect of both is much the same. They destroy the confidence of members, thereby bringing real associated effort into disrepute. Rout them out! Prevent their parading themselves before advertisers as the spontaneous union of craftsmen! They are spurious - counterfeits. Let them be so stamped by every real distributor who has the interest of the craft at heart.

The men who launch these fake 2880 ciations, though keeping within the pale of the law, are beneath contempt, they are the ulcers, pustules, the chancres of the business, all the more foul from the fact that the cauterizing iron of the courts cannot reach them.

Mr. Congdon is also editor of the Sun. The Sun is the official organ of the National Distributors' Association, of which Mr. Congdon is president. The paper, if indeed it can be dignified by such a name, is supposed to be issued monthly. It is of the cheap and nasty order, wretchedly made up and poorly printed. It teems with vile advertisements of catch-penny schemes, nostrums for the cure of gonorrhea, gleet and syphillis, etc. Here are a few samples:

HOW a married woman goes to bed. 10 great. Mailed for 5 cents; others ask 10 cents.

A PEEP at her mysteries. Effects of a spor-ing life. So-page book for men, 27 pictures—11 full-page engravings, true to life. Sent sealed for 12c in stamps. "A,"

RUBBER GOODS—Sealed particulars ent to married persons only.

THIN But Tough. A useful article for men. Sent in plain envelope for 15 cents.

YOU WANT IT! Gay Life in Paris: 14 rich pictures of a newly married couple: 41 valuable secrets, phycometic charming. All for 10c. Address

SPANISH LOVE POWDERS. Resistance impossible. Sent sealed for ten cents.

DISEASE PREVENTED. Men who observe this simple precaution are absolutely safe against venereal infection. No appliance, no medicine. It never fails. Sent anywhere for One Dime.

COUNTERFEIT COIN! A composition, will pass for good money any place. Send 25c silver for a 50c piece and terms. Send in plain letter.

THIN, BUT TOUGH A useful article for men

Of course no one expects to find blossoms in a sewer, and it is therefore needless to observe that one looks in vain for a single article on advertising that is worthy of serious consideration.

The Sun is simply a stench in the nostrils of decent people, nothing more.

Here is another particularly vile advertisement clipped from the same luminary:

THE DEMI-MONDE OF PARIS. A Book for the boys. Rich and racy. 167 illustrations. Price, 50 cents, prepaid.

Any man that will publish an advertisement like this only lacks the courage or the opportunity of becoming a first-

Mr. Congdon is very sensitive in the matters of his private character and financial standing. Although we have not been able to ascertain that he has either, still we advise him to divorce them as soon as possible from his reputation as twelve sheet.

president and editor, otherwise he is liable to wake up some morning and find them in an advanced stage of decay.

BILLBOARD ADVERTISING.

We request our correspondents to refrain from further mention of this affair. We are sick of it. If president Congdon still persists in wallowing in this pismire of his creation we may not say him nay, but, we will waste no more space on him, his lost manhood circulars or his rubber goods publication.

#### **NEW YORK NOTES.**

Sam Pratt tells me that the Executive Committee of the Associated Association, which meets here on March 5th, expects to take further action on rate cutting and rate cutters. Also that the question of \$500 membership fees will be discussed very fully, and a plan will if possible be formulated to put before the meeting in Atlantic City this summer.

Eisner & Mendelson are getting out a new eight-sheet for Johann Hoff's Malt

Tarrant Seltzer Aperient has a new onesheet in press, edition of 200,000, which it is hoped will make many of the boys happy.

Some of the members of the New York State As ociation, are strongly opposed to the high membership fee proposed by Mr. Campbell's paper; they say somebody will be lining their own pockets with the lucre.

Sen-Sen has an eight and a sixteen-

Harry Munson's boards carry Hawes Hats, three and sixteen-sheets, placed by Hoke. Other paper now being made containing \$am W's imprint is a one-sheet for the Yellow Kid Cigarette, and a sixteen-sheet for Dunlop Tires; both to go abroad, though a little stays at home.

Baker's Chocolate has a number of sizes to come out soon, and will cover the

Barnum gets onto the boards March 18, and when they applied for lists every advertiser in town took an overweening desire to use the billboards. For the month of January there was space to burn, now all kinds are at a premium.

Pierce Bicycle and Fowler Bicycles on Munson's boards.

The American Bill Posting Co., of Brooklyn, have the finest line of Brooklyn Bridge space of any of the gang.

Vaughan's Seed Store, of New York and Chicago, puts out a three-sheet in the suburbs very soon.

L. E. LaTour & Co., are getting ready for the base ball season, and have renewed their lease on the bulletin boards in the Polo Grounds. The signs put up there last year were the finest specimens of the painters' art ever seen in New York.

The Gold Bond Cigar is getting out a



#### LEFEBVRE'S BUDGET.

I want to impress one fact upon dis-

Department conducted in the interest of the nternational Association of Distributors. Ad-

D. J. LEFEBVRE, P. O. Box 483, Manchester, N. H.

tributors, namely: The International Association of Distributors is the one, the only organization in America, which is the outgrowth of a spontaneous desire upon the part of distributors to better their condition by united effort. It was conceived by distributors, and organized by distributors. It is conducted by distributors in the interest of distributors. If you are a distributor, you will find it an advantage to unite with the Association; you will also find that we will welcome you. If you are merely a would-be, you will find that you cannot obtain membership at any price. All the officers of the organization give their time and efforts gratis: there are no private schemes to further, no axes to grind. The initiation fees and dues are small, merely enough to provide stationery, printing, postage and advertising. It is entirely mutual in its workings, and benefits none of its members in particular but treats all alike. We want a member in every town in America, but every member must be the

Local work is highly desirable. It is also easy to procure. Cultivate your local printers. Ingratiate yourself into their favor. Then watch the offices, and whenever you find a batch of circulars or an order of dodgers ready for delivery, offer to make the delivery yourself, free of charge. This will give you an opportunity to bid on the work before other ways and means are devised to distribute it. It is also advisable to have a card like this, to slip into the bundle:

right sort. If you are interested, write

W. H. Steinbrenner, 600 Lincoln Inn

Court, Cincinnati, O. You need not en-

close a stamp for a reply.

#### THIS 🚜 🗴 PRINTING

carefully distributed. Why not have it done by the D. J. LeFebvre Advertising Co.? They are reliable distributors, and have been trained to the work. They will put out this printing for you just where it will do you the most good, at prices most reasonable. No boys' work—try them. Address,

D. J. LeFebvre Advertising Co. Box 483. Manchesier, N. H. P. S.—Your clerk may do good distributing but it is not in his line.

If you are a good fellow, you can leave a few of these cards with the printer, and he will put them in the bundles for you in case you should not be on hand when the work is delivered.

The Standard Mfg. Co., 934 Cedar ave., Cleveland, want profitable advertising.

For the benefit of distributors I would state that A. W. Scott, who is also The Manufacturers' and Publishers' Adv Co., of Cohoes, N. Y., (with members in every town in the United States according to their or rather his circular) is a pleasantfaced, middle-aged person, who in employed in an emporium of that city as "a dry goods clerk." Savy?

#### TIPS.

Try Erie Med. Co., Buffalo, N. Y. O. F. Woodward, LeRoy, N. Y. The Corona Co., St. Louis, Mo. Dr. Shoop Fam. Rem. Co., Racine, Wis.

The following firms advertise for circular distributors throughout the country, but you'll find that you must act as agent and sell their goods. They allow you a small per cent. to put out a few circulars: Prize Paper Co., Box 1001, Springfield, Mass. Healing Balm Co., W. A. Poe, Mgr, Macon, Ga. The Japano Co., Whitchall, Wis. Sherman Mfg. Co., Sibley Bldg, Phila, Pa. Mfg Co., 201 W. 23d st., New York City. Old Glory Co., Cincinnati, O.

All such advertisements are investigated as soon as they appear, by Secretary Jas. L. Hill, 150 North Cherry st., Nashville, Tenn. Members of the I. A. of D. can save both time and stamps by writing to him in regard to them. One letter and one stamp will bring you information about the whole batch.

While on the subject of misleading or catch-penny advertisements, I want to pay my respects to the party who wants your neighbors' addresses. You have all seen the advertisements I mean. They are all much alike, usually something like this:

WANTED. Your neighbor's adper 100. Address, with 10 cents,

They do not want addresses. They would not know what to do with them after they got them. Here is the way it goes: You write them and enclose ten cents. They return you a circular and a signed contract in which they agree to purchase names from you at \$5.00 per 100, but you cannot go to work-not just yet --vou are not prepared. You must buy a blank book which will enable you to properly collect and classify the names. They have just the very thing. It is made especially for this purpose, and they will sell it to you at cost(?), usually from \$2.00 to \$4 00 each. After sending the money for the book, and not before, you find that the names wanted are those of firms whose boilers have blown up recently. whose safes have been burgled; or persons whose relatives have inexplicably disappeared, been lynched, fallen out of halloons, etc. In fine, if you applied yourself closely, you might earn \$5.00 about as often as a century plant blooms. The postal authorities cannot reach them. They are too smooth.

The manufacture and sale of Professor John H. Woodbury's facial soap and facial cream has been assumed by the Andrew Jergens Company, Cincinnati, which also recently purchased the plant of the Eastman Perfume Co., Philadelphia. The arrangement will not interfere with the Dermatological Institute which Dr. Woodbury conducts in New York.

When Mr. Jergens returns from Mexico, where he is at present, one of the first things he should do, according to a friend of publicity, is to authorize a liberal outlay for advertising the various articles produced by the excellent plants of his

Canadian distributors should write to the Germicide Inhaler Co., Toronto, Ont.

The Koneto Mfg. Co., Providence, R. I., are in the field. They will cover the entire country, advertising a hair destroyer.

A new perfume, to which the name of "Violets" has been given, is being introduced by the Violet Mfg. Co., 59 Dearborn street, Chicago. Every one knows, of course, that in order to be in good odor with the buying public, they will have to advertise liberally.

The E. E. Sutherland Medicine Co. want to hear from bill posters and distributors in Ohio, Indiana, Illinois, Kentucky. Tennessee and Arkansas

The Gilmore Drug Co., of Fletcher, O., are extending a trade offer to distributors. While in the main, trade offers are undesirable, still if business is slack they are better than nothing. Under these circumstances it might be well to write them, especially if you can place your goods on sale with your local druggists.

The Ballardvale Lithia Spring Water Co., of Lawrence, Mass., will shortly need the services of distributors. They have an immense edition of booklets in press.

#### Purely Personal.

Purely Personal.

The Thread City Ad. Co., of Willimantic, Ct., is the name of a new firm in that city. Mr. Lefebvre has induced the manager, H. M. Congdon to join the I. A. D. ——Pres. Clough has appointed Geo. W. Vansyckle as a member of the Executive Committee, vice A. M. Poff, Lawrence, Kas., resigned. ——One of the most apt pupils of W. H. Case, Fort Wayne, Ind., is Mr. B. Miles, of Huntington, Ind. It goes without saying that he is a member of the I. A. D. ——Read W. H. Case's letter on another page. ——D. J. Lefebvre. Manchester, N. H., has contracted with the D. Raymond Co., of Brooklyn, N. Y., for 12,000 pamphlets, and has now three contracts to do in a few weeks. ——W. H. Steinbrenner, Cincinnati, reports he is doing 35,000 for the Sterling Remedy Co.; 60,000 for Dr. Miles Medical Co.; 150,000 for California Syrup of Figs; 60,000, J. P. Dieter Co., 60 waldo Place. Chicago, and three contracts about ready to close. ——Our worthy member from Rochester, Mr. J. E. Stroyer, reports business very light, but prospects good at that point. ——The I. A. D. is well represented at Binghamton, N. Y. by Mr. P. M. Cooley, manager of the bill posting plant in that city. He did excellent business during January which has somewhat fallen off during February, but contracts at hand are very encouraging for the Spring.

The following from Brains is worthy of the careful perusal of all distributors:

When we compare circulars with circulars and booklets with booklets, we are not surprised that one class brings a whole lot of br and that the other class brings a whole lot of ure and disappointment. In the great mass f such matter which the holidays ha to us, there are specimens so dainty and artistic s to compel examination, and so charmingly red and printed as to compel careful perusal; and there are others so cheap, sloppy and crude that only a stern sense of duty prevents us from throwing them into the wastebasket unopened. One class costs money and brings busi-Take your choice, but don't deceive yourself into thinking that you are saving money if you ose the latter class. You are not only wasting money, but you are doing your store a great

Nothing deprives house-to-house distributing of its efficacy like poor printing, bad paper and careless composition. To mind distributors ought to write a letter of criticism to every advertiser of this sort. Tell them, and tell them plainly, that you cannot get them the results you would like to simply because the matter is itself uninviting. If this course is pursued it will lead to a change that will not only benefit the advertiser but the distributor as well.

#### Purely Personal.

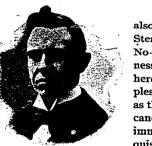
W. W. Smith, of Decatur, Ala., styles himself the "city circulator." He also does bill posting.
—Isidor Klopman, of Houston, Tex., should be addressed care of the Opera House, that city.
—M. Thompson, 415 Neil st., Sandusky, O., is meeting with success, selling posters—C. F. McDonald, of Montgomery, Ala., also does card tacking.—H. M. Kane is the right party at Renovo, Pa.—H. Bart Davis, of Alexandria, Minn., has instituted what he terms a special messenger system, which finds big favor.—Geo. M. Chattle, P. O. Box 111, is the proper

man at Long Branch N. J.—Chas. Randenbush, of Mt. Carmel, Pa, devotes his entire time and attention to distributing, card tacking and bill posting.—G. F. Tucker, of Sheldon, Mo, says that Congdon paid him —C. H. Young & Co., of New Orleans, state that they did not distribute any of the Lobb circular.—Wm. H. Schaefer, of Port Chester, N. Y., refuses to say whether Congdon paid him or not —W. H. Steinbrenner has engaged the handsome suite of offices, No. 609, in the Lincoln Inn Court Building, at Cincinnati. The new quarters are splenpidly appointed. The furnishings are of the finest, and every modern convenience is at hand. Ample storage room has been contracted for in the same building, and Mr. Steinbrenner expects to handle his large and growing business with much less labor and confusion than formerly. He has added two more uniformed distributors to his force, and the new office also boasts of a bookkeeper and a stenographer.—Chas. Garland, of Ironwood, Mich., is a reliable distributor who is well recommended—C. S. Long, of Marcelline, Ills., is a new one.—Jasper A. land, of Ironwood, Mich., is a reliable distributor who is well recommended—C.S. Long, of Marcelline, Ills., is a new one. — Jasper A. Ward, of Salem, Oregon, covers the entire Williammette Valley.—E. F. King, of New Straitsville, O., is highly recommended—Paper for the W. D. Husted Adv. Co., of Mansfield, Pa., should be shipped by Wells-Fargo Express, marked via Elmira, N.Y.—John A. Lakin, of Cooperstown, N. Y., the oldest bill poster in New York, says that he is in the business ready for business, and transacts business in a busilike manner. for business, and transacts business in a busi-like manner.

Jas. Donaldson, of Ithaca, Mich., writes that he distributed to one Lobb circulars for which he

Jas. Donaldson, of Ithaca, Mich., writes that he distributed 10,000 Lobb circulars for which he was to receive \$4.00. In distributing the books properly he actually paid out \$8.65. The only pay he has received is a year's subscription to The Sun, and credit for fifty cents dues. He received the customary letter of abuse.—J. C. Shug, of Port Washington, O., says that his experience was identically the same as that of Mr. E. Spencer, of Machias, Me. He has not yet been paid.——E. H. Karrer, of Waukesha, Wis., disgusted with his experience in N. D. A., has quit the business.—F. H. Dinsmore, of Coshocton, O., did not distribute any of the Lobb matter.—J. H. Bell, of Staunton, writes that he is still unpaid.——Miles, of Huntington, had matter. J. H. Bell, of Staunton, writes he is still unpaid. — Miles, of Huntington not been paid by Congdon up to Feb. 9.-

#### FIN-DE-SIECLE DISTRIBUTING.



Mr. M. C. Jones is a distributor. Incidentally he is also an artiste. At present he is in the employ of The Sterling Remedy Co., and he is advertising Cascarets and No To-Bac, and doing work, which, in point of effectiveness, has probably never been equalled by any distributor heretofore. Armed with a supply of booklets and samples, he parades the main thoroughfares of a city attired as the very heaviest of heavy dudes. He wears a gigantic cane and a diminutive lady's parasol. He is attired in immaculate white, and his garments are of the most exquisite and pronounced

style. His face is powdered, his cheeks rouged, and his eyebrows penciled. He is attended by a valet, attired in a costume almost as gorgeous as his own. In this wise they distribute their matter, and the amount they put out is astonishing. Mr. Jones is an actor of no mean ability. It is a trying task to perfectly impersonate such a ridiculous character on the stage. It is infinitely more so on a crowded street, but he succeeds most admirably. Never once does he lose the simply vacant stare of a brainless fop, nor forget his precise and mincing gait. He puts on the character with the costume, and only drops it when he lays the latter aside. It

is probably needless to observe that wherever he goes, he is the cynosure of all eyes Ladies and gentlemen stop and stare, as if spellbound. His samples and booklets are

treasured as mementoes. In fine, it is the very best kind of advertising, especially in point of quality. In the matter of reach, too, it is far greater than one would imagine, for it is quite astonishing the number of people encountered on a crowded thoroughfare.

Mr. Jones is in reality an advertising agent and contractor. He is on the road ten months out of the year. He contracts for bill posting, house-to-house distributing, newspaper space, etc. He is a shrewd buyer, close, even merciless at a bargain, but personally of a kindly, jovial disposition, a good fellow, in all the term implies. There is a hint in his work that distributors everywhere will do well to ponder over.

The scope and effectiveness of the business of house-to-house distributing can be extended and heightened by utilizing and elaborating this idea.

Fred. W. Jenks, of Elgin, Ills., received 10,000 of the nasty Lobb booklets, and promptly wrote the reputable president of N. D. A. that he would not put them out at any price. His consignment was forwarded to Mt. Carmel, Ills., a town of 3,000. Just think of it—10,000 booklets, where 600 would have been ample. And the distributors are blamed for poor results.—J. E. Stroyer, of Rochester, N. Y., thinks that Congdon's association is a humbug, and says so.—Fisher, of Omaha, is still doing business at the old stand.—Thos. Kain's paper grows better every issue. Distributors ought to support it don's association is a humbug, and says so.—
Fisher, of Omaha, is still doing business at the old stand.—Thos. Kain's paper grows better every issue. Distributors ought to support it.—Will Moulton's paper skipped January and came out in February under a new name. It is now called Up-To-Date Distributor.—J. H. Haynes, of Ironton, accepted the Lobb matter supposing that he was helping the association by so doing. He paid out about \$10.00 in buggy hire in order to do a particuluarly fine piece of work and received a letter of abuse for his pains. Congdon has offered him subscription and advertising in pay for his work.—An entertaining letter from W. L. Congdon. Congdon has offered him subscription and advertising in pay for his work.—An entertaining letter from W. H. Case, of Fort Wayne, Ind., is crowded out of this issue.—K. I., Penton, of Salem, Ore., writes that business is very dull.—Congdon has assured J. R. Garrison that he will be personally responsible for the amount due him. Several other distributors are familiar with this expression.—R. B. Bridger, of Atlanta, Ga., writes to Mr. W. H. Steinbrenner that Congdon offered him the vice-presidency of his National Distributors' Association, which he promptly and emphatically declined,—Under National Distributors' Association, which he promptly and emphatically declined.—Under date of Feb. 20, J. H. Bell, of Staunton, Va., writes: "My long expected check has come at last, so you may give him his due." He also sends us Congdon's letter which accompanied the letter. Delay is accounted for as follows: 'The fact that the notary before whom you, made oath omitted his seal, caused the delay in forwarding this check to you." Of course, this is sheer poppy-cock, but there may be a tip here for others. Send in sworn claims, affidavits cost 40 cts each, the price of a thousand booklets, but if it brings the balance, it's well invested.—C. H. Young has his entire consignment of the Lobb booklets on hand vet. He won't distribute them at 40 cts a thousand, and he won't ship them at his own expense. He is waiting for the C. H. Yoling has his entire consignment of the Lobb booklets on hand vet. He won't distribute them at 40 cts a thousand, and he won't distribute them at this own expense. He is waiting for the insignificant sum necessary to defray the cartage from his office to the depot, and Lobb is waiting for results. Wonder what Congdon is waiting for.—Will H Lorella is located at Grantsburg. Ills.—Clem Burnsworth, of West Plains, Mo, writes: I did not agree to guarantee returns on such trashy stuff, so I held Mr. Congdon responsible for the whole bill. He paid the account in full. (Mr. Burnsworth does not say how.)—John H. Beltz & Son, of Scranton, Pa., send us a beautiful calendar.—W. H. Steinbrenner, requests that all members of the I. A. of D. im-John H. Beltz & Son, of Scranton, Pa, send us a beautiful calendar, —W. H. Steinbrenner, requests that all members of the I. A. of D. immediately forward their names and addresses to The Feister Printing Co., Philadelphia, Pa.—W. S. Bye conducts a splendid service at Cedar Rapids, Ia. —W. J. Kryder, of Dowagiac, Mich., one of the officers of the I. A. of D. is about to add bill posting to his business. —D. J. Lefebvre, reports that his advertisement in The BILLBOARD pays him handsomely. He says he secured one contract and estimated on two others within a week after the first advertisement appeared. —Haynes, of Ironton, has a son, N. A. Haynes, in the printing business in that city. —Joseph Reid, 617 Grand Ave. Kansas City, Mo., has made application for membership in the I. A. of D. —Frank Elliott of Defiance, O., says that he finds he cannot get along without The BILLBOARD. —Jno. J. Tischner, of North Cramer Hill, N. J., writes: It may interest you to know that our advertisement in The BILLBOARD has paid us better than some papers claiming double your circulation. —J. A. Clough, of Chicago, Ill., has moved into new and more commodious quarters at 77 Rmerson St. —Members of the International Association of Distributors, are advised to communicate with the secretary W. H. Steinbrenner, Cincinnait, O., before doing any work for the Thompson Dyptheria Co., of Williamsport, Pa

#### OMAHA'S COMING FAIR.

An important fair is to be held in Omaha next year. It will be known as the Trans-Mississippi and International Exposition. The board of fifty directors is chiefly composed of Omaha business men. It will no doubt be a success, for Edward Rosewater, of the Omaha Bee, is manager of the department of publicity, and G. M. Hitchcock, of the Omaha World-Herald. has been selected as manager of the department of promotion. The advertising will be placed by Mr. Rosewater, and Mr. Hitchcock will look to the securing of State appropriations.

E. R. Moore, secretary of the Big District Fair, at Animosa, Ia., wants to hear from special attractions. He will pay liberally for novel features with draft to them.

Jas. Irwin, Rahway, N. Y, has one of the greatest acrobatic acts ever witnessed. It will prove a superb special attraction

## LECCERS EDICOR.

Under this heading the publishers invite a ree and full discussion of any and all materials and the state of ree and juit and vertisers, bill posters, dis-ers of interest to advertisers, bill posters, dis-ributors, sign painters and Fair managers, when couched in courteous language. Of the couched and necessarily endorse the views 

Lincoln, Ills., Feb. 11, 1897.

Editor THE BILLBOARD.

while we are having our joys we have our sorrows. Sometime in February, 1896, a man, named Wall, came to this city and strewed his bills promiscuously all over this city. Of course. I being a licensed bill poster, had him arrested for violating a city ordinance. He absolutely refused to do anything, and would not even quit rided they let him go. So he was taken to jail to stand trial next morning. In the meanti after he had made arrangements to settle with finished his work and then came back here and instituted proceedings against me for malicious prosecution. The case came to trial, and the Court held the ordinance bad in part and good in part, but held that the law could not stop people from distributing advertising matter in the city, but that the city had a right to compel those who carried on the business of bill posting to take out a license. Now, how this is just I can not see. It cost me \$50.00 and costs to see whether this license question would stand or not. Being an attorney myself and not willing to trust my self with my own case, I employed counsel. I believe if it were carried up it would stand. The trouble was I started this as a criminal action If any of you care to test your ordinance, start it as a civil suit, and then they cannot come back at you. I should like to hear from some of the members of the Association of Distributors in regard to it. Can we allow that precedent to be established by traveling distributors, or shall we go in together and test this by carrying it to the

Let me hear personally, or through THE BILL-CHAS. C. MAXWELL.

Treas. I. B. P. A.

Peabody, Mass , Feb. 15, 1897. Editor THE BILLBOARD. Dear Sir :- I received your letter and noted contents of same. I am a member of the Na-tional Distributors' Association, and distributed circulars for Dr. Lobb at 40 cents per 1,000. Ten thousand in all were sent me by Congdon last May. I have never received one cent for doing that work, and I have written to Congdon several different times to pay it, but he has always stayed a fortnight ago he wrote me about the Dr. Lobb affair, informing me that he would be responsi-ble for all bills on that matter. I send you one copy of his handhill alias The Sun which is all I can find, and you can keep it, and I also send you some of his other trash to me, called correspondence. Yours very truly,

FRANCIS CALLAGHAN. 15 Northend St., Peabody. Mass.

Indianapolis, Ind., Feb. 14, 1897. Editor THE BILLEOARD. Cincinnati, Ohio.

Dear Sir :- Your much esteemed Feb, issue of the old reliable BILLBOARD received in due time and part of contents of same read, but during the rush of business we have in some manner ost the journal, which we regret very much, as there was much interesting matter in it which we have missed. But, by the way, from what we can remember from the "knocker," "trash," and other nonsensical tomfoolery letter written by some one connected with the Empire posting Co., of this city, we wish to say: that it is hardly worth while to waste words over the matter further than to say that our Mr. Vansyckle stated the facts about the Dr. McLean work think that leaving forty and fifty folders on counters in groceries, etc., and throwing them over fences into yards and lawns, often several in a place, is "making an honest living,"but we do not look at it that way. Our service in this line is as near perfect as it is possible to make it, and we dely any one to furnish reliable proof to the contrary. We were established here in this business long before the Empire ever thought of Indianapolis; have long ago forgotten m

than they ever knew about both the billposting and distributing business, and we are here to stay, no matter how anxious the Empire may be rid the craft " of such as we. We are her to furnish the advertisers the best of distributing service, and we do not fear to report ("roast,"; the Empire terms it) anyone doing poor work. Neither do we hesitate to give those who do good work the credit they justly deserve, it matters not who it may be. As to our owing them \$15.00, had they been able to have handled the billing of a circus and given us a proper show ing, simultaneously there would have been no trouble about money, but our work was slighted, if we must tell it, for the larger contract of the circus, consequently, delay in our payment. We have receipts in full to date for every transaction between us and the Empire, and, further than that, our firm is thoroughly responsible for all contracts entered into, so there is no excuse for anyone waiting any ur reasonable length of time on us. It would seem that the Empire people were a trifle excited over the matter, and no doubt, think better of us

'knockers' by this time. Trusting that the editor will pardon us for taking up so much of his valuable space, we will get down to business. We are now working o 35,000 papers and 1,000 posters for Hood's Sarse parilla, 24,000 samples and 175 druggist packages for Lane's Family Medicine and Kemp's Ba 20,000 almanacs and 175 druggist packages for Redway & Co., New York city, 20,000 books for St. Jacob's Oil, 20,000 packages for Indianapoli Brewing Co., 6.000 Butterick's Patterns s wagon loads of different kinds of matter for the American Tobacco Co., sign tacking, etc., for Tarrant & Co., New York city, "Sexine Pills' frames, and other smaller jobs. Have 30,000 Dr Williams' Pink Pills booklets and 30,000 Paine's Celery Compound booklets on the road to me now, according to advices from those firms

Bill posting is rather dull here, outside of the theatre work. New posters are Hood's Sarsapa rilla and a local "fire sale" of pianos, by D. H. Yours very truly, Baldwin & Co.

VANSTCKLE ADVERTISING CO.

Peacham, Vt., Feb. 10th, 1897. Editor THE BILLBOARD.

Dear Sir:-Yours of the 4th at hand and noted. Am very sorry to say in 1896 I was a member o the N. D. A. In regard to Dr. Lobb, will say: Congdon sent me 10,000 of Dr. Lobb booklets offering 40c. per 1,000. I ordered only 5,000. He sent 10,000. After putting out 2,000 Tasked for pay, but to this date have not received any. I have never been able to get any satisfaction of benefit out of my correspondence with the N. D A. I think Mr. Edgar Spencer, of Mathias, Me has got the organization well and fittingly sized up. I have decided in my case as follows—"A fool and his money parted." I paid for The Sun, one year in advance and have received as follows, commencing with February 1806, March. as you see, irregular; suppose they sent them anvone any harm, and bear no ill will against the N. D. A. or any of its members or officer but I am done doing any business with them. If you want the copies of The Sun, kindly send postage, and you can examine them.

Yours very truly, C. C. WILLIAMS P. S. Mr. Congdon wrote me the same as Mr. Spencer states concerning the Lillian Milch Co.

Waukon, Iowa, Feb. 15th, 1807.

Editor THE BILLBOARD.

Dear Sir:-We had the greatest fair in the history of the society last fall, and distanced, by all odds, all other societies in this locality, and believe that we are now entitled to the distinction of having the biggest, and most generally suc cessful County Fair in Iowa, although that is claiming something. We bought our poster work, stands, etc., of The Donaldson Litho. Co., of your city, and our hangers and window work of Geo. S. Harris & Sons, of Philadelphia, and billed the fair like a circus, covering everything that would hold paper, in every town within 50 miles of this, with the result, that in spite of the hard times and political excitement, we sold over a thousand dollars worth of admission tickets more than ever before. We gave them good fair, and made ourselves a name that, I believe, will make us another extra thousand dollars this Fall if properly advertised. Our dates for this fall are Sept. 14 to 17.

Yours very truly. WM. S. HART, Sec.

reland, Tenn., Feb. 17th, 1897. Editor THE BILLBOARD

BILLBOARD ADVERTISING.

Dear Sir:-Pardon my failure to answer your communication sooner. Was absent from homwhen it arrived. Yes, I am a member of the N. D. A. I put out 20,000 circulars for Dr. Lobb. I was promised 40c, a thousand. I have never been paid anything except a two line ad in The Sun for which I contracted for a year. Congdon has promised to settle with me several times, but the promises are all I have received so far. I received a letter from him a day or s ago, promising settlement in full. If he don't whack no in a few days, you have my permission to publish this and anything else I write you. Yours respectfully,

New York, Feb. 15th, 1896. Editor THE BILLBOARD.

Kindly enter our subscription to your paper for one year from date, mailing as published to Messrs. Dan'l Shepherd & Sons, Mackay, Queensland, (via San Francisco), sending bill to us for payment when it becomes due

Yours very truly, W. H. CROSSMAN & BRO.

Corinth, Miss., Feb. 20th, 1897.

Editor THE BILLBOARD.

Enclosed find clippings from The Sun about your valuable paper and our Secretary-Treasurer Steinbrenner, which I think are false from the word go. I do not think Congdon will send you a copy of the paper, so I send you the part concerning you. I do not think he will make anything by such attacks. I know nothing of the N. D. A., but have given the members have joined it credit for doing so in good faith, and some of them also belong to the I. A. D. I thought at the time, and still think, Congdon stole the thunder of the LAD and is profitting by our success. It may be a good thing i members in the East to join the National. I do not blame them for belonging to more than one Association if they can afford it, and thereby get more work if they can. I do not think the clippings worth answering, giving them free advertising. The Suns I have received so far are sample copies. About a year or more ago I sent them 25c, and afterwards received sample copies until a little while back I got one copy marked "subscription expired," and this was the only evidence I ever got that I had sub scribed, for they did not come regularly at all. The January number just came to-day, and I enclose clippings from same.

Yours, W. E. Patton.

Triadelphia, O., Feb. 8, 1897.

Editor THE BILLBOARD, Cincinnati, O.

rs of Feb. 4th at hand, and in reply say that I am a member of the National Disutors' Association, and did distribute circu lars for said Lobb at 40 cents per 1,000. Have not been paid for same, but am in receipt of a letter from President Congdon saying that he would be personally responsible for the amount to me.

Very respectfully yours,
A. R. WHITAKER.

Fort Wayne, Ind., Feb. 1st, 1896. Editor THE BILLBOARD. We have closed contracts for distributing with

Dr. Kilmer & Co., Binghamton, N. Y., and Dr. Radway & Co., 55 Elm St., N. Y. Have distributed samples for Sterling Remedy Co., Indiana Mineral Springs, Ind., and S. C. Dewitt & Co., Chicago; also 7000 Peruna booklets. There has been some very poor work in our line done in this city lately; prominent among them was the work of S. R. Feil & Co., Cleveland, O., samples of Paragon Tea, which were sent out to a local druggist for distribution. He got a couple of

small boys and sent them out with it, they simply threw it over the fence into the snow four to si n a yard. The work was simply thrown away, as it was never picked up, and the firm probably wonders why their goods don't sell in this town. A neat little booklet from the Peal Med. Co., to the same house was served the same way. The firms could have saved freight, and obtained the same results by dumping their work into the lake. Wells Richardson & Co., also got very poor lake. Wells Richardson & Co., and St. to whom service through another druggist to whom service their National Album for distribution. The parties intrusted with its distribution (two boys) got it as far as the door step (when the door step was not too far away,) consequently considerable of the work was no fit to be handled when it was finally noticed, and it was either thrown into the garbage box or left where it was thrown. The only good work we noticed being done was an envelope containing a card and small folder put out by The Compress Tablet Co., Terre Haute, Ind. It was put out just right. The advertising matter of Orator F. Woodward, Le Roy, N. Y., was fairly done but

More anon,
THE HUSTLER ADV. Co.
W. H. CASE, Mgr.

Warren, S. C., Feb. 10, 1897. Editor The Billboard, Cincinnati. O

could be vastly improved.

Sirs:-Yours of the 4th received and contents noted. In reply will say, I do not understand your motive, but will try and give you the desired information. I hold a certificate of mem-

bership in the National Distributors' Associa-tion. I distributed 10,000 of the Dr. Lobb booklets. As to the pay I was not consulted at all. After I received the books I was informed that I would get 40c per 1,000. I informed Mr. Congdon that I would not do any more work at such prices. I have not heard from the association stricken from the roll or not I cannot tell. I have received some very good contracts, but not through the N. D. A. Hope to hear from you Yours for business,

E. J. Bates.

Lynchburg, Va., Feb. 8th, 1897. Editor THE BILLBOARD.

Dear Sir:—In looking over the last edition of THE BILLBOARD, I notice under the head of Personal Mention, an article roasting our city and doing us an injustice, that is calculated to do harm to our concern. The Mr. Richard W. Bondurant you refer to is a colored gentleman and is not a knight of the brush or anything else. While we do not mean to say anything against this gentleman, we do say that we have the best equipped establisement in the South, and own and control 1800 linial feet of boards together with numerous three, six and eighteet boards. For a better reference we don't think any concern can do better then refering you to the bankers and merchants of our city, and the following well-known advertising concerns, viz.: Liggett Myers & Co., J. P. Primley & Co., Wells, Richardson & Co., Dr. Chase, New York Journal, Evans Chemical Co., Dr. Miles Medical Co., Brown Chemical Co., Celluloid Starch Co., and 100 others who are as well known as the above. We take pride in doing our work, and the gentlemen concerned are reliable and responsible parties, who personally look after the interest of our customers. We do this in our own behalf, and to set you on the right track, as we think you have been misled through some cor-respondence or other. If you feel disposed, you may correct that article, and by so doing you will do us a favor and at the same time keep the advertising public, as our city has the best equipped facilities for bill posting etc., than any other city of the same size in the South. Trust ing you will give this your attention, we remain. Yours truly, J. J. HUGHES & Co.



ESTABLISHED 1889.

Vansyckle Advertising Co. DISTRIBUTING, SAMPLING, SIGN TACKING. ETC.

South Illinois Street.

Opposite Grand Hotel.

INDIANAPOLIS. IND.

Member International Association of Distributors



NOTICE.-Part, and if necessary, all of this olumn will be devoted hereafter to questions on sign painting, paints, sizes, pastes, varnishes, etc., in fact, everything relative to the sign painter's art. All communications should be sent direct to R. H. FORGRAVE, Pickerington, O.

The business man who says he has enough business without advertising is a good deal like a Waterbury watch. His business is generally all "tick."

Multum in Parvo seems to be the motto of some advertisers. How often is it that the sign painter is given a small space and requested to enumerate the contents of a whole store on it? How often do we see the attempt made to crowd as much as the contents of a Metropolitan newspaper into an 8x10 dodger? Such advertisers are a nuisance, and such advertising don't pay. The trouble with them is, they want too much for their money, and in attempting to get it "bite off more than they can

There are thousands of men in the United States who can make a good letter and can write signs artistically, but, I can count on my fingers the original advertisers among them. It is the same thing over and over-stereotyped phrases. They travel in the same rut year in and year out. Novelty in wording is much more essential than novelty in lettering. Thousands of dollars are thrown away in stereotyped advertising, not only in sign writing but in all other kinds. Notice the trade papers. It is the same thing vear after year.

Advertising is a dangerous weapon to fool with. It is like a loaded gun. It's all right when you are at the right end.

LUMINOUS PAINTS.-I notice recently a great many queries about luminous paints. There are several substances of a phosphorescent nature, such as sulphides of calcium, stronium and barium. The sulphide of calcium is the one that is most generally used in making luminous paints. It possesses the characteristics of remitting light in a marked degree. Good luminous paint will retain the property of emitting light for four to six years. It is as much money and thought into their said by scientists that it absorbs light during the day-time and reflects it at night, and that an absorption of light for mist before the morning sun. There is a few minutes will suffice for ten or twelve hours at night.

Here are some recipes for luminous paints: Take 3 parts of Dammar varnish to I of of luminous sulphide of calcium, f r outside work; for inside use, 50 parts of white gelatin, 50 parts of glycerin, 200 parts of water and 150 parts of luminous sulphide of calcium. The varnish should be pure to give the best results. No var- side they are not willing to pay what it is

nish should be used that contains any of the oxide dryers. It may be made in several colors by addition of the ultramarine colors. Red is made by adding a small amount of sulphide of arsenic. Some authorities recommend pappy oil as a vehicle in which to mix it. It may be mixed in water glass.

"Boil 'er down, Sonny" is what the editor of a big newspaper said to the young reporter. THE BILLBOARD reiterates the statement to the advertising sign painter. "Brevity is the soul of wit."

There is a right and a wrong way to write a sign. Many of our readers have, no doubt, heard the story of the fish sign which read: Fresh Fish For Sale Here, together with a picture of a fish. A passer-by remarked that the word "fresh" might imply they were not fresh. So the proprietor rubbed it out. Another suggested that "here" was superfluous. So he marked that out. Along came another and implied that "for sale" was unnecessary. So that was scratched out, when another man happened along, and read the remaining word "fish," and made the remark that any d--d fool would know that was a fish. This is probably going to extremes. Nevertheless, there is a good suggestion in the story. Perhaps the most correct way to write it would be to make a picture of some fish and write the words "For Sale."

How often do we see the words "For Sale Here" painted in front of a store. Quite frequently we notice the phrase on what is purported to be first-class posters. If we are going to make signs, let us use a little grammar as we go along.

A good sign should be short, plain and right to the point. The main idea should be given the most prominent place.

When writing a sign always aim to write it in such way that people will want the thing you are advertising.

If some of our business men would put advertising as they do in politics, hard times, for them, would disappear like the entirely too much advertising done without thought. Many persons advertise, apparently, because it is fashionable While there are many others who are favorable to advertising who would do it if they could see any benefits derived therefrom. Whose fault is it that it does not pay? It is both the advertisers' and the people who do the work. On the one

worth, while on the other they are not willing to do the work for the price. Such kind of advertising always ends in failure and ridicule. Good advertising is something more than merely a mechanic's trade. It is becoming closely allied to a science. It requires brains, business tact and deep penetrating ability to do it in its fullest sense. And the quicker both sides recognize this fact the better off they will be

I once saw a sign with a bull's head and the words "Cattle For Sale," Always show a connection between the picture and the wording. There is none between a bull's head and "cattle for sale." Neither is there any connection between a bull's head and a butcher's shop or a meat wagon, although we often see them used as an ad for such places. People don't go to meat shops to buy bull's heads. they go there to buy meat; the heads are generally left at the slaughter house or sold to the bone man. A poor ad is like a balky horse, the longer it stands the less satisfaction you will get out of it.

Dry paint spots may be removed from clothing as follows: First cover the spots with fresh butter, then saturate the places with chloroform, when they may be easily removed

ALUMINUM.—This metal, both in leaf form and bronze, is rapidly taking the place of silver on account of its retaining its bright appearance. As long as a bit of it remains it will remain bright. Sulphur fumes do not affect it. Both leaf and bronze is worked the same as silver. A good size for the bronze may be made from good varnish and white lead in oil, reduced to a working consistency with turps, adding Japan dryer to effect drying as wanted. When the size is nearly dry, just so it has the least perceptible tack, rub the bronze on by means of a soft rag. It may be brought to a nice polish by continuing the rubbing. The best cement for putting metal aluminum letters on glass is made of good coach varnish and dry white lead.

The funny man's attempt at advertising is a great deal like trying to remove a cork that has got down in a bottle: there is generally too much cork for the hole. Business and fun fell out about the time man was created, and have traveled different roads ever since. An attempt to combine them usually winds up in sarcastic ridicule.

A cheap sizing for rough, weather-beaten boards may be made by dissolving shellac in sal-soda and adding some heavybodied pigment. This size will stick to grease spots. Linseed oil may be added if desired. Lime water and linseed oil makes a good heavy sizing, but it is hard to spread. It is usually used half and

To make isinglass size, for glass gilding, take distilled water and bring to a boil in a clean tin vessel. Put in a piece of isinglass about the size of a nickel to each quart of water and boil down to about one-half and filter through clean filter

A Plea for the Signboard.

"Lautrec and his friends may be allowed to me themselves on having made presentable the hoardings of Paris. In England, also, there rea few artists who are just beginning to design quite passable posters. And, now that this kin of art begins to be unce stood, it is probable that we shall hear less prattle of it from wearisome persons. What anyone knows anything about not a fit topic for tea parties. But there is another kind of art, whose revival would tend to the better aspect of some streets, streets that have shops Why do artists no longer paint sign boards for our pleasure? They should really do so. For signboards were far more congenial than posters to their talent. No painter of distinction ever succeeds in doing posters Unable to rid him of his own knowledge, he cannot earn the rather harsh conditions they impose But the signboard is a ground for his very own work. Its function is not, like the poster's function, merely to arrest the casual eye and proclaim a ware, but rather to attract and fascinate and make one, haply, enter the shop it Thus is all scope given for a more delicate technique, a subtler fancy. Mere masses of color, crude intensity of conception, wherewithout posters fail, were quite unnecessary were inappropriate. The Neo-Romantics, the liers with pretty sentiment, would paint admirable signboards "Therefore, let not the shopkeepers tarry, but

let them go with gold to the places where artis dwell. That they should hang out signboards is not, surely, an unreasonable request. Signs the have never wholly abandoned. The chemist's window is still signalized by its array of lurid vessels, dear to little children. A brazen sheep roops, even now, over some hosier's door, and a few of those old Highlanders, the least offens ive statues we have, may be seen fingering the snuff-horn, even now. A survival of mere sent ment! These signs were invented for the enlightening of customers, long ago, when few vere scholarly enough to read a superscription But now, of course, everyone is taught to read Nor will the survival of these signs stem that abomizable torrent of education, which is flood ng, but will never fertilize, the land. 'Why, then, asks the shopkeeper, 'should I spend my noney on a signboard?' Sir, I will explain. do not ask you to revive those old conventional designs, as who should hang a green bush before a tavern, why not and so forth. Adopt, rather, fauciful and original signboard, peculiar to the character of your own wares, peculiar, also, to the painter of it. From the point of custom, your money will be well spent?

-Max Beerbohm, in The Bill Poster

#### Purely Personal.

Purely Personal.

David A. Baker & Co., sign specialists and creators of artistic metal, wood, wire and glass signs, at 1033 Race street, Philadelphia, have the following legend on their business cards: "Beautiful forms and combinations are not made by chance."—G. F. Harding, sign artist, is located at Wurtsboro, N. Y.—A. L. Armstrong, formerly one of Hote's Indians on Battle Ax, is seriously contemplating opening up a bulletin and bill posting plant at Columbus, O. He is located at 157 E. 11th street, that city.—Frank Tuchfarber, the wealthy metal and glass sign maker, of Cincinnati, maintains, largely at his own expense, a superb orchestra, which gives popular concerts in the Queen City.—The Cramer Co., glass and metal signs, of Cincinnati, are very busy.—C. S. Houghtaling, (Hote, the sign king.) has just secured two orders, each aggregating over a quarter of million dollars. They are for barn and fence signs, and cover the entire country.—J. C. Wheeler is manager and Ed. Holmes secretary of the Morristown (Tenn.) Bill-Posting and Sign-Advertising Co.—H. Bart Davis paints signs all ever Douglas Co., Minnesota. His address is Alexandria, Minn.—Geo. M. Chattle, looks after Long Branch (N. J.) and environs—A. C. Pillips, of Conneaut. O., is a sign writer, glass embosser, paper hanger, grainer and city bill poster. If that is not versatility, what is?—Geo. P. Rowley, of Le Roy, Ills., is well spoken of.—The Stillwell Adv. Co. own a fine line of bulletin boards at Oakland. Cal.—Archibald & Co. 150 Nassau streat, New York, post and paint the whole of Staten Island. 150 Nassau streat, New York, post and paint the

The Paris Exposition of 1900 will add a few novel features that were not seen at the Columbian Exposition. One of them will be a bicycle palace. The X-ray will also cut quite a figure, if it doesn't get the novelty all worn off before that time.

one-half and filter through clean filter
paper.

"All kinds of signs, except poor signs,"
is the way W. R. Burnitt's letter heads
read. Mr. Burnitt is located at Ardmore,
Ind Ter.



Eureka, California, held its first fair September 21 to 26, last year, and, as it was a success, will hold another this year. They style it The Eureka Mechanical and Agricultural Fair Association.

E. C. Lewis, Director General of the Tennessee Centennial, is working a splendid advertising scheme. Every trades organization, secret society and political organization receives from him a personal letter inviting them to convene in Nashville during 1897. His letter is supplemented by one each from the Nashville Chamber of Commerce; Wm. M. McCartly, Mayor of Nashville; Geo. W. Stainback, Chairman of the Board of Public Work of Nashville; Nashville City Council; the three daily papers of Nashville and the Governor of the state, Hon. P. Turney. They are all filled-in letters but are so neatly executed that the recipients seldom, if ever, detect it. It makes quite an imposing array of invitations and cannot fail to impress the parties addressed.

Cincinnati leads all other cities in the size of her appropriation for the Centennial Exposition at Nashville.

Chas. F. Ansell, 155 Washington Street, Chicago, Ills., prints all kinds of tickets and tags for fairs and expositions.

Col. E. Daniel Boone, the lion tamer has secured the "Hagenbeck Concession" at the Tennessee Centennial.

The Globe Ticket Co., of Philadelphia, make a specialty of muslin banners for

Col. A. B. de Frece, of New York City, has managed more than one hundred fairs. which have brought in not less than \$3,000,000.

The Donaldson Litho, Co., of Cincinnati, are the largest printers of fair posters in the world.

At last Paris has found what she wanted -something that will outdo the Eiffel Tower. For her 1900 Exhibition, a City of Gold is to be constructed, which will illustrate the whole history of gold, and contain replicas of famous golden objects, such as the golden calf, the golden bug, and Atalanta's golden apples. The fee for entering this city will surely be a golden coin, and the public will no doubt repay themselves by chipping off bits of the golden walls.

If there are any of our readers who do not subscribe for Turf, Field and Farm, they are missing a good thing. We know

of no other paper which is one half so valuable to the secretary of a fair. Weekly. \$4.00 per annum. Sample copies 10 cts. Address Turf. Field and Farm, 42 Times Building, New York.

Herman Justi is chief of the bureau of Publicity and Promotion (which, being interpreted, is chief advertising agent) of the Tennessee Centennial.

There is but one change in the official roster of the Ray State Fair, at Worcester. Mass that is of President, Mr. Warren C. Jewett having been elected. The date of the 1897 meeting of this association has not yet been decided, but will probably be the first week in September. Mr. John B. Bowker is still secretary of the association, and with his well known enterprise and executive ability there can be no doubt of flattering success for the 1897

Among the various demands for concessions at the Paris Exposition is one for a tremendous barrel of beer, fifty-two feet in length and twenty-seven feet high. Inside this two-story glass house-for the barrel is to be made of glass-it is proposto erect an American bar restaurant. M. A. Bare has shown the rough plans of the project he has forwarded to the Exposition authorities on behalf of the Pabst Brewing Company of Milwaukee. They are decidedly curious.

Managers of attractions suitable for fairs, who desire to be booked for Wisconsin fairs, should correspond with Arthur Babbitt, Madison. Wis secretary of the Wisconsin Fair Managers' Association, from whom they can obtain desirable information regarding dates, circuits, etc.

Secretary Babbitt has in preparation a list of attractions suitable for fairs, together with the price charged for exhibition. The list is being arranged with especial reference to obtaining the figures on suitable attractions that will take in a circuit of four to six fairs

Managers should see that their names and terms are on the list.

An effort will also be made to book theatrical companies in such a way that they too can follow the circuits.

This is a commendable venture and will meet with approval, and result in satisfaction on all

to send us their dates. Our Fair List is now regarded as the authority of the country, and inquiries are already coming in from exhibitors horsemen, showmen, and fair followers ger erally.Dates and rosters are published absolutel free of charge, and are of important advantage

At the annual meeting of the Lima (Ohio) iving Club, held at the Oak, February 4th, the question as to whether a meet sho en this year was thoroughly discussed. Most of those present were not disposed to give a meet this year on account of the condition of the grand stand, fence and stables. The grand stand is considered unsafe. The fence is scarcely able to stand up, and the stables leak, so that they afford no proper shelter to the horses, in case of inclement weather. A committee was appointed to consult with the directors of the agree to improve the stables and the grand stand. Should they agree to do this, a meet will be given in the third week of June.

The association elected the following difficers to serve during the ensuing year: I C. Linneman president Charles Nutting vice-president; J. M. Sealts, secretary; W. D.

Asheville, (N. C.) will have a poultry and pet stock show next December,

The annual meeting of the Coshocton County Agricultural Society, was held January 18th. New officers were elected. The treasurer's report shows receipts for 1806 exceeded expenses

A new jockey club has been organized at Bucyrus, O. G. M. Hoover is the prime mover. The grounds and track of the County Agricultu ral Society will be utilized.

Norbeck, Md., February 6th, 1897.

Editor of THE BILLBOARD.

Dear Sir:—Below you will find our financial statement for the past year. We are considered one of the small fairs, but I think we have done pretty well, considering the hard times cry and ential campaign. We have an appropriation of \$714.20 from the state, which helps ome, and now have an indebtedness of \$900 remaining of about \$2,000 incurred, nearly venty years ago, by mismanagement and wan of advertising.

Lee Offerth, Rockville, Md., is president, John H. Gassaway, vice-president, John B. Muncaster, secretary, and John J. Higgins, Rockville, treasnrer, for the ensuing year.

#### RECEIPTS. Sales of Tickets and Grand Stand, - \$4,635.85

Ads. in Premium List,

Race Entries,

| Poultry and Stock Entries,            | 225.3    |
|---------------------------------------|----------|
| Privileges,                           | 661.5    |
| Stall Rents,                          | 34.0     |
| Insurance on Burned Buildings, -      | 693.8    |
| Notes Discounted, 2                   | 471.2    |
| Treasurer of Maryland,                | 714.2    |
| Balance on hand, January 8, 1896,     | 27.7     |
|                                       | 214.7    |
| DISBURSEMENTS.                        | , 214. / |
| New Stabling and Sheds, \$            | 851.0    |
| New Poultry Building,                 | 912.9    |
| Interest, Rents, Insurance and Taxes, | 197.8    |
| Trotting Association, and other dues, | 150      |
| Music and Miscellaneous Expenses,     | 147.0    |
| Work on Grounds, Repairs, etc.        | 370.1    |
| Sprinkling Grounds and Track during   | 3,0      |
| Fair,                                 | 106.5    |
| Printing and Advertising,             | 490 6    |
| Postage,                              | 61.0     |
| Freight and Hauling,                  | 30.3     |
| Judges and Expenses,                  | 110.5    |
| Society's Lunch,                      | 83.3     |
| Race Purses, 1                        | .73I 7   |
| Premiums, 1                           | ,700 6   |
| Watchmen and Police,                  | 103.7    |
| Secretary and Treasurer's Salary, and |          |
| office employes,                      | 421.4    |
|                                       | ,485.0   |
| Paid Mortgage Debt,                   | 200,0    |
| Balance on hand Jan. 13. '97,         | 63.7     |
| IC                                    | ,214.7   |

We expect to hold our next fair at Rockville. Md., August 31 to September 3. 1897.

Yours truly. JOHN E. MUNCASTER, Sec'y.

#### Purely Personal.

Ed. Mercer succeeds Marion C. Reiter, as secretary of the Fulton County Fair, of Rochester, Ind.—E. M Sawyer will answer all inquiries for information of the Wapsie Valley Fair, of Central City, Ia.—It is said that the attendance at the Danbury (Conn ) Fair, annually exceeds that of any other six fairs in New England. G. M Rundle, of Danbury, is secretary for 1897. Speed entries close September 27th.—The old reliable Montgomery County Fair, of Rockville, Md., this season enters upon the fiftieth year of its existence.—Mr. W. H. Gocher, of Hartford, (Conn.), secretary of the National Trotting Association, attended the 2nnual meeting of the Coshocton County Agricultural Society, January 20th, and succeeded in persuading the Society to

#### NEW RUNNING TRACK.

#### W. O. Parmer at the Head of a Detroit Enterprise.

W. O. Parmer, Capt. Jack Price, together with a number of other noted turfmen, have purchased the Highland Park, of Detroit, a trotting track, for the purpose of converting it into a running track

Mr. Parmer, who is to be the general manager and secretary of the course, is now at Detroit, superintending the improvements of the park property.

The purchasers will spend \$30,000 on the race course, and will make it second to none in this country.

The new owners will open fifteen stakes for the spring meeting, to be worth \$30,000, and as the undertaking is backed by wealthy Detroit men, and is to be nanaged by such a capable turf celebrity as Mr. Parmer, its success is assured.

The annual meeting of the Ohio Valley Fair Circuit, was held at Chillicothe, Monday, and decided upon the dates of the races to be held in the different towns this year.

The following delegates were present: Mr. Z. Taylor Sturgeon, Lancaster; Ad. C. Seymour, of Newark; R. C. Mallow, of Washington C. H.; Edgar F. Draper, of Portsmouth; James R. Fitzgibbon, of Newark, A. E. Seymour, of Newark; J. W. Fleming, of Columbus; and Messrs, F. M. DeWesse, C. W. Story, W. L. Tulleys, and H. W. Woodrow, of Chillicothe.

At I o'clock all of the delegates dined together at the Warner House, and at 2 o'clock proceeded up stairs, the meeting being held in one of the parlors. There are in this circuit Circleville, Portsmouth. Chillicothe, Washington, Columbus and Lancaster, and all of these places were represented except Circleville.

Mr. W. L. Tulleys, of Chillicothe, president of the circuit, presided at the afternoon meeting, and was unanimously re-elected for the ensuing year. Mr. W. M. Allen, of Washington, C. H., was reelected vice-president, and Mr. Edgar F. Draper, of Portsmouth, was re-elected secretary and treasurer.

Newark made application for admission into the circuit, and the application was approved, and Newark admitted. The arrangement of dates then came up for discussion, and was decided as follows:

Newark, June 29th and 30th, and July 1st and 2nd; Columbus Trotting Association, July 6th, 7th, 8th, 9th and 10th; Circleville, July 20th, 21st, 22nd and 23rd; Portsmouth, July 27th, 28th, 29th and 30th; Chillicothe, August 3rd, 4th, 5th and 6th; Washington C. H., August 10th, 11th, 12th and 13th; Lancaster, July 13th, 14th, 15th and 16th. Xenia does not belong to the circuit, but has claimed the third week in August, and she will be allowed to have it.

An open week follows, and then comes the State Fair, commencing August 30th, and continuing through August 31st and September 1st, 2nd, 3rd and 4th. As Circleville was not represented the dates assigned her have not been accepted, but probably will be.

Secretaries! Send in your fair dates as soon as decided upon.

This list is revised and corrected monthly. Secretaries are urgently requested to send in their dates at the earliest possible moment after they are claimed, and to notify us promptly as to any change. Rosters and dates are published absolutely Free of them. Charge.

Copyrighted 1897. All rights reserved.

<del>``</del>

#### CONNECTICUT. Danbury Danbury Fair Oct 4 to 9 SH Rundle

ILLINOIS.

Griggsville Illinois Valley Fair Assn Aug 3 to 6 J F Hatch secy

#### INDIANA.

Hagerstown Aug 10-21
Newcastle Aug 10-21
Muncie Aug 23-28
Elwood Aug 30 to Sept 3
Terre Haute 32d annual Aug 30 to Sept 3
W T
Beauchamp pres, W D Duncan sec
Kokomo Sept 6-10
Greenfield Sept 13-18
Shelbyville Shelby co Fair E E Stroup sec
Rochester Fulton co fair Assn Sep 29 to Oct 2

#### IOWA.

Belle Plain Big Four Fair Assn Aug 3 to Sep 2
W J Guinn pres J C Milner sec J M Moore
advertising agent
Waukon Allamakee co Agl Society Sep 14 to 17
CM Beeman pres J E Baxter vice pres J E
Duffy treas Wm S Hart sec
Newton S G Russell sec
National F M Adams sec
Animosa Aug 18 to 20 E R Moore sec
Wapello Louisa co Agr Socy N W McKay sec
Central City Wapsie Valley Fair Aug 31 to Sep
3 I P Bowdish pres Fred McLeod treas E M
Sawyer sec

#### MICHIGAN.

Hillsdale Annual Hillsdale Fair Sep 26 to Oct

#### MINNESOTA. state Agr Socy Sep 6 to 11

MARYLAND. Rockville Montgomery oo Fair Aug 31 to Sep John E Muncaster secy Norbeck
MASSACHUSETTS.

on Bristol co fair Gertrude Williams sec ridge EV Corey sec

#### NEW YORK.

Syracuse State Agr Socy Aug 23 to 28 Benj F Tracy pres W Judson Smith treas and genl mgr Theodore H Coleman sec Watertown Jefferson co Agr Socy W R Skeels

#### OHIO.

Napoleon O Napoleon Fair Co H C Groschner pres, J L Halter sec
Mt Sterling O Mt Sterling Fair Co W R Richards pres, T J Burgett sec
Salem Salem Fair and Expo Co Sep 7 to 9
Coshocton Coshocton co Agr Socy Oct 12 to 15
E M Hanlon pres Corwin McCoy treas Robt
Boyd sec
Youngstown Youngstown Fair assn Sep 7 to 10
Celina Aug 17 to 20

#### PENNSYLVANIA.

Reading Pa Berks Co Agri'l So Sept 7-10 James McGowan pres, Cyrus T Fox sec Allentown Lehigh co Agr Socy Sep 20 to 24 Jeremiah Roth pres A W DeLong treas W K Mohr sec Mohr sec
South Burgettstown Union Agr Assn Oct 5 to 7
Hugh Lee pres Wm Melvin secy
Lititz Warwick Driving Park Assn Sep 1 to 5
Waynesburg Fair Assn J T Rogers pres T S
Crags sec

#### WISCONSIN.

Chippewa Falls Chippewa county fair Aug 31 to Sep 3
Appleton Fox River Fair and Deliver to Sep 3
Appleton Fox River Fair and Driving Assn
Aug 30 to Sep 3 M F Barteau
Boscopel Boscobel Agr and D Assn Sept 1 to 3
F C Muffley sec
Menominee Dunn county fair Sep 20 to 24 G
Gallaway sec

Menominee Dunn county fair Sep 20 to 24 G
Gallaway sec
Portage Columbia county agr society Sep 14 to
17 Kennedy Scott sec Rio
Beaver Dam Dodge county fair Sep 28 to Oct 1
C W Harvey sec
Milwaukee Wisconsin State Fair Sep 20 to 25
T J Fleming sec Madison
Hortonville Agr Society H O Diestler sec
Lancaster 42d Annual Fair Grant co agl Socy
Sep 15 to 17 D Abrams pres T A Burr sec

### Poultry Shows.

Amesbury Mass Amesbury Poultry and Pet Stock Assn M H Sands secy
Seneca Falls N Y Seneca Poultry and Pigeon Assn Fred Habel sec
Peoria Ills Peoria Feathered Stock Assn Jan 4 to 8 1898 Robert Joos supt Johnstown N Y Adirondack Poultry and Pet Stock Club November

### Dog Shows.

St Louis Mo St Louis Kennel Club March 3 to 6 Wm Hutchison sec
Chicago Ill Mascoutah Kennel Club March 10
to 13 E M Oldbam supt
Louisville Ky Kentucky Kennel Club March
17 to 20 J A Reaves sec
Pittsburgh Pa Duquesne Kennel Club March
24 to 27 W E Littell sec Baltimore Kennel Assn March 30 to April 2 Dr G W Massamore see

G W Massamore see
San Jose Cal March 31 to April 3
Stocktonton Cal Stockton Kennel Club April
7 to 10 John Heffernan see
Los Angelos Cal Southern California Kennel
Club April 14 to 17
West Point Miss Field Trial Champion Assn
Feb 16 W B Stafford see
Morris Man Manitoba Field Trials Club Sept 6
Ino Wooton see Jno Wooton sec
Newton N C Eastern Field Trials Club Nov 15
S C Bradley sec

S C Bradley sec Stockton Cai April 7 to 10 Louisville Ky Kentucky Kennel Club March 17 to 21 Francis J Hogan sec 317 4th ave

#### Horse Shows.

Boston Mass April 26 to 29 Kansas City Mo Third Annual Horse Show Sep 7 to 13 Fairmount Park A E Ashbrook sec 620 Wyandotte st

#### Expositions.

New York N Y Inter Art Expositions of U S at Lenox Lyceum April 7 to May 4 Nashville, Tenn. 1897. May 1 to Oct. 31. Omaha, Neb. Trans-Mississippi and Interna-tional Exposition, June 1-Nov. 30, 1898

#### Races.

Little Rock Ark March 29 to April 8

Newport Ky April 1 to May 26

Memphis Tenn April 10 to May 1

Aqueduct L I Queens County Jockey Club Spring meeting April 28 to May 7 Summer meeting July 26 to 31 Fall meeting Oct 4 to 13

St Louis Mo May 1 Lexington Ky May 3 to 10

Nashville Tenn May 3-12

Louisville Ky May 6-22

Morris Park N Y (spring) May 8-29

Morris Park N Y Westchester Racing assn Spring meeting May 8 to 29 Fall meetinng Oct 14 to Nov 2

Louisville Ky New Louisville Jockey Club May 12 to 24

Louisville Ky New Louisville Jockey Club May 12 to 24
Toronto Ont Ontario Jockey Club May 22-29 inc Ontario Ontario Jockey Club Woodbine Park May 22 to 29
Latonia Jockey Club Ky May 24 to June 26
Petrolia Oht May 24 25
Guelph Ont May 31 June 1
Gravesend L I Brooklyn Jockey Club Spring meeting May 31 to June 19
Fall meeting Sept 14 to Oct 2

Reading Pa June 2 to 4
Hamilton Ont June 3 to 4
Lititz Pa June 7
Colorado Springs Col June 3 to 10
New York June 8 to 11
Stratford Ont June 8 to 10
Portland Me Rigby June 8 to 11
Denver Col June 12 to 19
Urichsville O June 12 to 19
Urichsville O June 15 to 17
Medford Mass June 15 to 17
Medford Mass June 15 to 18
Lincoln Neb June 16 to 18
St Joseph Mo June 22 to 25
Newburg O June 22 to 24
Ayliner Ont June 22 to 24
Ayliner Ont June 22 to 24
Sheepshead Bay L I Coney Island Jockey Club
Summer meeting June 22 to July 10
Autumn
meeting Aug 24 to Sept 11
Anaconda Mont June 26 to July 2
St Thomas Ont June 29 to July 1
Fort Erie Canada Fort Erie Jockey Club June
29 to July 3 and 5
Detroit Mich Highland Park June 30 to July 3
Warren O Oak Grove D C June 30 to July 3
Sumner Io July 2 to 3
Lititz Pa July 5
Youngstown O July 2 to 7
Elk Point S D July 2 to 11
Erie Pa July 5 to 8
Peoria III July 6 to 9
Portland Me Rigby July 6 to 9
Windsor Ont July 10 to 15
Rockwort O July 10 to 15
Rockwort O July 10 to 15 Reading Pa June 2 to 4 Hamilton Ont June 3 to 4

Brighton Beach Nineteenth annual meeting of the Brighton Beach Racing assn July 6 to Aug 23
Petrolia Ont July 10 to 15
Rockport O July 14 to 16
Mediord Mass July 13 to 16
Detroit Mich G Circnit July 19 to 24
Wingham Ont July 20 to 22
Providence R I July 20 to 23
Circleville O July 20 to 23
Circleville O July 21 to 23
Cleveland O G Circuit July 26 to 31
Brantford Ont July 27 to 29
Saratoga Springs N Y Saratoga assn July 28
to Aug 21
Butte Mont July 27 to Aug 28
Tilsonburg Ont Aug 3 to 5
Griggsville III Aug 3 to 6
Middletown Ind Aug 3 to 7
Youngstown O Aug 4 to 6
Portland Me Rigby Aug 6 to 9
Hagerstown Ind Aug 9 to 14
Brighton Beach L I Brighton Beach assn First meeting July 6 to 24 Second meeting Aug 9 to 23
Welsand Ont Aug 10 to 11
Warren O Oak Grove D C Aug 10 to 13
Webster City Io Aug 10 to 13
Eric Pa Aug 12 to 15
Ottumwa Io Aug 16 to 20
Canton O Aug 17 to 19

Port Huron Mich Aug 17 to 20 Logansport Ind Aug 17 to 20 kich Hill Mo Aug 17 to 20 Macemb III Aug 17 to 20 Carroll Io Aug 17 to 20 Carroll 10 Aug 17 to 20
Medford Mass Aug 17 to 20
Syracuse N Y State Fair Aug 23 to 27
Newcastle Ind Aug 23 to 28
Orangeville Ont Aug 24 to 25
Arcadia Wis Aug 24 to 27
Columbus Junction 10 Aug 24 to 27

Newcastle Ind Aug 24 to 25
Orangeville Ont Aug 24 to 27
Arcadia Wis Aug 24 to 27
Columbus Junction Io Aug 24 to 27
Fredonia Kan Aug 24 to 27
Rutland Vt Aug 24 to 27
Rutland Vt Aug 24 to 27
Terre Haute Ind fair Aug 30 to Sept 3
Elwood Ind Aug 30 to Sept 4
Columbus O State Fair Aug 30 to Sept 4
Columbus O State Fair Aug 30 to Sept 4
Columbus O State Fair Aug 30 to Sept 4
Columbus O State Fair Aug 30 to Sept 4
Columbus O State Fair Aug 30 to Sept 3
Vermont and Northern New York Trotting and Racing Circuit Burlington Aug 31 to Sept 3
Vermont and Northern New York Trotting and Racing Circuit Burlington Aug 31 to Sept 3
Plattsburg Sept 76 to 0 Canton Sept 14 to 17
Potsdam Sept 21 to 24
Wooster O Aug 24 to 27
Youngstown O Sept 1 to 3
Burlington Vt Aug 31 to Sept 3
Crawfordsville Ind Sept 6 to 10
Wheeling W Va Sept 6 to 10
Hornellsville N Y Sept 6 to 10
Lansing Mich State Fair Sept 6 to 11
Oskaloosa Io Sept 6 to 9
Kokomo Ind Sept 6 to 9
Kokomo Ind Sept 6 to 10
Providence R I Sept 6 to 10
Rading Pa Sept 7 to 10
Caeding Pa Sept 14 to 17
Bethlehem Pa Sept 14 to 17
Redford Mass Sept 14 to 17
Rethlehem Pa Sept 14 to 17
Rethlehem Pa Sept 15 to 18
Canton N Y Sept 21 to 24
Omaha Neb State Fair Sept 20 to 25
Sedalia Mo State Fair Sept 20 to 25
Richland Center Wis Sept 27 to Oct 2
Ralitmore Md Pimlico Diving Club Spring meeting 1st week in June Fall meeting Sept 27 to Oct 1
Malone N Y Sept 28 to Oct 1
Millsdale Mich Sept 27 to Oct 1
Malone N Y Sept 28 to Oct 1
Millsdale Mich Sept 27 to Oct 1
Malone N Sept 28 to Oct 10
Marchandor Mass Oct 16 to Sept 28 to Oct 10
Marchandor Marchandor March

Lexington Ky Oct 5 to 16
Brocton Mass Oct 6 to 9
Aberdeen S D State Fair Oct 11 to 16
Medford Mass Oct 13 to 15
Louisville Ky Oct 18 to 20
Salem O July 3 to 4 and July 23 to 30
Newark O June 20 to July 2
Columbus O July 6 to 10
Portsmouth O July 27 to 30
Chillicothe O Aug 3 to 6
Washington C H Aug 10 to 13
Lancaster O July 13 to 16
Xenia O Aug 17 to 20
Butte Mont Aug

## convencions,

Fetes, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are likely to attract large concourses of people to any one particular city and for this reason prove of importance to advertisers, showmen, streetmen, general passenger agents, etc. The list is carefully revised and corected monthly.

### <sup>|</sup>|

Atlantic City, N. J. Seventh Annual Convention of the Associated Bill Posters' Association, July 17-20, 1897. J. Ballard Carroll, see'y, Albany, N. Y.

N. Y.
Chicago III Illinois Press Assn July 7
Chicago, III. National Association Moulding and Picture Frame Manufacturers. Dec. 15, 1897.
Dayton, Ohio. Sixth annual Convention of the Chia Master Painters' and Decorators' Associa-

Toledo, O.
Cincinnati O Irisha Landwehr Verein Aug 2
S B Bonwright see Cin'ti O
Cincinnati O Brotherhood of Locomotive Firemen Jan 21 J V Reynolds see Cleveland O
Columbus O Army of the Cumberland Sept 21-23
Kansas City Mo 3rd annual Kansas City House
Show Fairmount Park Sept 7-13
Nashville Tenn Laundrymen's National Assn
Sent

Sept
June 22-24 Col J B O Bryan Director General

Nasarville
Newark O Newark Driving Assn John H
Swisher pres, C Seymour treas June
Orlando Fla National Good Roads Congress

Orlando Fla National Good Assaurance Feb 2 1898
Philadelphia Pa German American Journalists' Assn Date not decided
San Antonio Tex International Association of Ticket Agents Mar 10
St. Louis, Mo. Third Annual Convention of The International Bill Posting Association, July 6-9, 1897. Clarence E. Runey, see'y, Waukegan Ills.

factuational Bill Posting Association, July 6-9, 1897. Clarence E. Runey, sec'y, Waukegan, Ills.

Troy N Y New York State Assn of Master Painters and Decorators July 7-8

Warren O Oak Grove Driving Club July and Aug B F Pew pres, M S Clapp sec

Washington D C Universal Postal Congress May

The fair grounds at Richmond, Va., were sold at public auction on February 7th, and were bought in by Col. J. F. Miller, of the Pennsylvania lines, who afterward disposed of the property to Joseph Stephenson, of Richmond, for \$700. On the grounds there is a good mile track, with a number of stables, and a grand stand, capable of seating 4,000. Another racing association will be formed to utilize the grounds.

## Brains - Experience - Capital.



All are needed in a bill posting campaign. I have Brains and Experience "to burn," and a sufficient quantity of Capital to assure the bill poster of prompt payments on all orders.

The bill posters know me and like my methods, and that's why it will pay YOU to place your business in my charge.

In regard to special prices.—Being known as quick pay, I have the advantage of every special rate that is ever offered. On a series of towns I can usually save you some money, to say nothing of the other advantages. But I never name a special rate on a single town, unless the bill poster specially authorizes it. I place your posters in every city, town and village that has a reliable bill poster. And I know the ones

SAM W. HOKE, 107 W. 28th St., New York.

## MIDDLETOWN Advertising THOMAS KAIN, Manager.

88 South St., MIDDLETOWN, N. Y., Distributors and General Advertisers.

Prompt Service Guaranteed. Correspondence Solicited. Middletown is the Railroad and Commercial Hub of Orange County. Population, City 15,000; County 97,760. Members International Association of Distributors.

# Christmas Billboard, 1897

During the year 1897 THE BILLBOARD will issue but one special number. This will be the Christmas Special, out December 1st, next. It will consist of 56 pages, handsomely illustrated, and will have an illuminated cover, superbly lithographed in colors. It will retail at 25c each. The advertising rates will be 10c per Agate line, with 20 per cent additional for specified position.

| LANGER ADVENTIOEMENT                          | <b>o.</b> . |
|-----------------------------------------------|-------------|
| Whole page Half page Quarter page Eighth page | \$50.00     |
| Half page                                     | 27.50       |
| Ouarter page                                  | 15.00       |
| Eighth page                                   | 8.00        |

One of the richest, best and

most prosperous towns in

Central Kentucky. No other

town responds so quickly to

announcements on the bill

boards. No other town can boast of a better bill posting

service. Post Richmond. 3

Send your paper to the city

W.P. BAXTER

CRITTENDEN & CO.

City Bill Posters and Distributors,

Ve own and control all boards in this city, also ke large and small contracts for all kinds of certising, we cover a great deal of territory.

CENTRALIA. ILL.

bill poster.

No deviations will be made from these prices, and no discounts of any kind. Copy for advertisements on lithographed pages must reach us not later than Nov. 1. Last form closes Nov. 22. Size of type page, 91/4112/2.

| LITHOGRAPHED PAGES,             |          |  |  |  |
|---------------------------------|----------|--|--|--|
| Page 2 of Cover, in 2 colors    | \$100.00 |  |  |  |
| Fage 3 of Cover, in 2 colors    | 700.00   |  |  |  |
| Page 4 of Cover, in 8 colors    | 200.00   |  |  |  |
| Double page center, in 8 colors | 200.00   |  |  |  |

### If you UP-TO-DATE ADVERISER You want the latest and best adving novelties. Before placing your order, write

THE ADV. NOVELTY CO. 32, 34 & 36 E. THIRD ST., CINCINNATI, OHIO.

Manufacturers of and Dealers in

Domestic and Imported Advertising Novelties, Cards. Calendars, Panels, Shapes, Etc.

Fair Ground Goods, Merry-Go-Rounds, Games, Etc.

Playing Cards and Ivory Go ds.

Club Room Furniture, Faro and Poker Chips, Sporting Goods.

OGDEN & CO.,

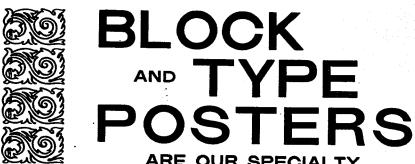
Automatic Slot Machines, Bonanza, Star, Carlo, Monte Carlo, Etc.

New Designs Every Month. Largest Factory in U.S.

Automatic Game Devices at Lowest Prices.

185 Clark Street, CHICAGO, ILL.

## RICHMOND, KY.



Any Size. »» Any Style. »» Any Color.

SEND FOR SAMPLES AND PRICE LIST.

# HENNEGAN & CO.

CINCINNATI, OHIO.

#### CIRCULAR DISTRIBUTORS ....

In every section of the Union. All honest, re-liable and prompt. Their names and addresses sent you free. We pay the postage. 1,000 circulars promptly mailed for \$1.00; 100 per day for 100. Cash, job printing, or adv. space accepted. "We charge an honest price for honest work," and "We Never Disappoint You." Our patrons are our references. Correspondence respectfully solicited. Address, The Mon'l Adv. Ass'n, Room 708, Fidelity Bldg., Balto, Md.

### A Magazine for Advertisers.

Should contain something practical for the advertiser; should tell him what re-sults other advertisers have obtained from various mediums; what it costs to prepare good advertising matter; and how to unite good ads, and how they should be illustrated.

### Advertising Experience,

Published at Chicago, U. S. A.

Has practical departments covering all of these points. Its interviews with practi-cal advertisers are worth more than the subscription price.

Send 10 Cents.

or Send One Dollar.

Advertising Experience.

#### TO BILL POSTERS AND ADVERTISING MEN:



I have noticed several instances of bill posters and others, whose names contain the letter S, appropriating my trademark, the \$, in connection with their names. This is to give full legal notice that this trade-mark is mine and will be protected against all infringers, and all such are instructed to at once cease using same, under penalty of

> \$AM W. HOKE, Poster Contractor, 107 West 28th St., New York.

## ATTENTION COM BILL POSTERS

We make all kinds of Special Stand Paper for Commercial Advertising, for Bill Posters, in from 6 to 12 colors, from a 6-sheet stand and upwards. Any number of stands. Our work is all descriptive, and made on the best poster paper made. With deliberty and the best poster paper made.

delicate scrolling and shading, to imitate the finest of lithographing.

Our receipt of \$1.00 and your copy we will make and send you a fine 20-sheet sample stand, 4x5, in colors. There is lots of local work to be had; all it requires is a little hustling A. BENNETT CO., 201-3 Main St., OTTAWA, ILLS.

## <u>ର୍ଗ୍ରୀର୍ଗ୍ରୀର୍ଗ୍ରୀର୍ଗ୍ରୀର୍ଗ୍ରୀର୍ଗ୍ରୀର୍ଗ୍ରୀର୍ଗ୍ରୀର୍ମ୍ବ</u>ର

## AGENTS WANTED Either ladies or gentlemen, to sell our new, • HIGH GRADE TOILET SOAPS AND PERFUMES,

You can start a profitable business without any capital, provided you send us written two recognized responsible business men of your town or city, and mention in what publication you saw this advertisement.

THE MINETEAUX SOAP & CHEMICAL CO., 38 Hast Third St., CINCINNATI, O. <u>୍ତାରୀର ପ୍ରାରୀର ପ୍ରାରୀର ପ୍ରାରୀଣ (ଜାନ୍ତାରୀ ଜାନ୍ତାରୀ ଜାନ୍ତାରୀ ଜାନ୍ତାରୀ ଜାନ୍ତାରୀ ଜାନ୍ତାରୀ ଜାନ୍ତାରୀ ଜାନ୍ତାରୀ ଜାନ୍ତ</u>

### FRANK M. DEUEL.

BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR.

187 Schuyler Avenue, KANKAKEE, ILL. Kankakee, Bradley and Bourbonnais, total population. 15,000.

SEED MEN LOOK OUT! It's your turn next. If you would catch the farmers of Oklahoma advertise in THE HORNET.—
Goes to 800 farmers in Oklahoma in March. 3 cts. a line. Goes to press 250,000 names—\$1.00 per 1,000; \$000, \$1.50: Self-setting Rats, 20 cts., catch 100 a night, 55 Receipts, \$1.00, all different. Circulars mailed with The Hornet, 100 per 100. Address OKLAHOMA MAILING AGENCY, Box 260, Guthrie, Oklahoma.

## Classified Advertisements.

#### BILL POSTERS' DIRECTORY.

Two line Displayed Advertisements under thi heisting, 25c. for one insertion, 60c. for three inter tions. 35c. for four insersions, \$1.00 for six inser-tions. Larger vards, 10c. per agate line

### Indiana, Pa. H. K. Apple, Bill Poster and Distributor.

## R. W. STORRS, De Funiak Springs, Fla.

Can cover all West Florida outside of Pensacola in any manner desired. Brantford, Can. Pop. 17,000.

Chas M. Smith & Co., Bill Posters and Dis tributors, own and control 20,000 feet o boards. Reliable distribution.

Oakland, Cal.

Belasco & Co., Bill Posters and Painted
Signs. Lu Verne, Minn. Pop. 3,000.

Dana M. Baer, Bill Poster and Distributor
Bo 7 490.

Clarksburg, W. Va., Pop. 5,000 W. L. Deison, City Bill Poster and Distrib-

Butte, Mont, W. E. Kendrick, Bill poster and sign advertiser. P.O. box

Oregou Sign Co.,
Bili Posters. Distributors and Sign Painters Box 374, Oregon City, Oregon. ¶97

Fayetteville, N. C.
Hawkins Bros. Bill Posters and Distributors. Lock Box 170 Santa, Fe, N. M., A. M. Dettelbach, Bill Poster, Tacker and Distributor for Santa Fe, Taos and Rio Arriba Co's. n97

Lorain, O., P. J. Smith, Bill Poster and Distributor. 319 6th St. n97

Laramie, Wyo.

H. E. Root, Mgr. Opera House and City bill poster and distributor (lic'd), 150 34 St. ¶97

Belvidere, 111. d9
Fred. Wiffin, Bill Poster, 312 Caswill St. Oswego, N. Y., F. E. Munroe. Licensed Bill Poster, Distributor and Sign

Troy, Ill.
F. C. Gates. Bill Poster and Distributor.
Reference furnished. n97

Po'keepsie, N. Y. 24 Mechanic St.
M. F. Spreuger, The Honest King Bill Potter and Distributor.

Waukon, Iowa. Wm. S. Hart & Co.
Pop. 8,000. Control all space, including
Opera House and Fair Grounds. Good
work anywhere in N. E. Iowa auly

Nanaimo, British Col. Pop. 7,000. A. A. Davis owns and controls all bil boards and spaces. P. O. Box 189.

Fort Wayne City Bill Posting Co.
Theatrical and City Bill Posters, Distributing and Advertising Agents. Work promptly and properly executed. FURT WAYNE, IND. C. B. Woodworth.

DENVER, COLO.

DEN VEH, COLO.

The Curran Bill Poeting & Distributing Co.
owns and controls all bill boards and advertising privileges in Denver, Pueblo and
Colorado Springs, Population of Denver,
165,00; Pueblo, 40,000; Colorado Springs,
Colorado City and Maniton, 20,000.

Lima, Ohio. Pop. 20,000, W. C. Tirrili, City Bill Poster and Distri-buter. Work promptly done.

Memphis, Tenn.

Van Beuren & Co., Bill Posters and Distri-outers, 224 Second street.

Milford, Mass.
Population, 10,000. W. E. Cheney, City Bill Foster, Distributor. & So. Bow street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city Baggage and scenery truck express. fe-12

Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service.

Waukegan, III.
G. Runey & Son, Distributors, Bill Posters, etc. (Circuit 18 towns.) Pop. 35.000. n6

Tucson, Arizona, 2,000 ft. of boards WM. REID. Box. 148.

Delaware, O. G. D. McGuire, City Bill Poster and Distributor.

Stavanger, Minn Ole Holm, Bill Poster and Distributor n97

Evansville, Ind. 75,000. Licensed. Evansville Bill Posting and Distributing Co. Sole Bill Posters and Distributors. ny7

Laconia, N. H. Pop. 15,000. Folsom Opera House, Driving Park and show Grounds J. F. Harriman, Manager. Owns all boards in the city and suburbs.

#### Classified Advertisements | Classified Advertisements

#### BILL POSTERS' DIRECTORY.

Woodland, Cal. Dietz & Glendenning, Bill Posters.

W. E. Patton, Corinth, Miss.

Bill Poster and Distributor. Reference furnished. Box 164.

**Waukesna. W18.**Cadwell F. Mevis City Bill Poster and Dis-tributor. 638 Main Street. n97

Aurora, Ills. B. Marvin.
Bill Poster and Distributor. Circuit, 16
towns. Pop. 60,000. n97

#### DISTRIBUTERS' DIRECTORY.

We can guarantee that advertisers will receive tonest, reliable service from any firm or person whose advertisement appears in the following list. No advertisements received from minors. References as to honesty and integrily must acompany all applications for space.

Winons, Minn. Pop. 25,000.
Winons Circular Dist. Co., 78 E. Second st.
General Outdoor Advertisers, Sign Tacking a specialty.

Ambrose, Indiana Co., Pa. Rural Advertising, Pa., c. ntractors of out-door advertising, house to house distribut-ing a speciolty. Prompt and reliable ser-nice guaranteed. "J. McManis. Mgr.

Kansas City. Mo. Pop. 300,000.
Midland Advertising Co., Josephikeid, Mgr
Distributing, Tacking. Reliable Men only
All towns in Jackson and Wyandotte Cos.
Mem. International Ass'n of Distributors

Boston, Mass. Pop 500,000.

Meridian, Miss., Pop. 15,000 L D. Hoffer, city bill poster and distribu-

Rutland, Vt., M. Kingsley, Owns and controls all billboards. Address 48 West St., Rutland, Vt.

Parkersburg, W. Va., Pop. 15,000 C. C. C. Cheuvrout, bill poster and distribu-tor. Reference, any bank in city. Satis-faction guaranteed. 197 Faducah, Ky., H. Joseph Harth. Unexcelled Distributing Service.

Scranton, Pa. Population 120,000
The Metropolis of the coal regions.
Reese & Long, Distributors may 97

Chillicothe, Mo., Z. B. Myers, Owns all bill boards. Tacking, Distribut-ing and Bill Posting done satisfactory or no pay. Write him.

Atlanta, Ga., 124 Haynes St. Wm. Peden, Advertising Distributed, Signs tacked up in this and adjoining coun-ties, \$1.00 per 1000 and up. 497

Terre Haute, Ind.

James M. Dishon, Distributing, 29 South
5th St.

Carlisle, Ind. Sullivan Co., s. J Chilcote, Distributor. n7

Manning, S. C.
Distributor. T. M. Young, Manager. P.O. Box "Y."

Charleston, W. Va. Pop 15,000 E. H. Carwithen, Distributor, Satisfaction guaranteed. Six adjoining towns. n97

Bangor. Me., and Neighboring
Cities. Pop. 40,000.
Distributor and Sign Painter, reliable sevice at bottom rates. Write me for estimates. E. A. Campbell. 17 Park St. n97

Peru, Ind. Chas. W. Stutesman, Licensed City Bill Poster and Distributo Jacksonville, Ill., 807 S. Main St., Wm. Burke, member of and recommended by U. S. Dist, Bu·eau.

Boise, Idaho, Elmo, Gordon & Co. Reliable Distributers and Sign Tackers. We 'pay rent for our locations and can

Cincinnati. O. Pop. 350,000 Unexcelled Distributing Service.
W. H. Steinbrenner, 811 Vine, Cincinnati

Chicago, Ills. J. A. Clough,

Contracts solicited for the distribution of all legitimate advertising matter in Chi-cago and suburban towns.

Scranton, Pa., 654 Deacon St. J. H. Beltz, member I. A. of D., samples put out, circulars distributed, signs nailed up, Work isguaranteed. 200,000 people in Lack-swanna ('ounty.

Jackson, Ga., C. A. Henderson & Co.
Member I. A. of D., advertising agents,
Territory: Atlanta, McDonough, Griffin,
Lucust Grove, Jackson, Flantla, Macon,
Forsyth and Barnesville, includes population of 175,000.

When you write, mention Billboard Advertising.

#### DISTRIBUTORS' DIRECTORY.

Springdale, Arkansas.
Circulars samples, booklets, almanacs, etc., honestly and thoroughly distributed from house to house at reasonable rates. Address D. H. Whitener.

Grand Rapids, Mich.
George M. Leonard, Reliable Distributer

Newport, Ky.
G. H. Otting & Son, Bill Posters and Distributors, 608 York street. Paterson, N. J., Population 98,000.
Ahram H. Post. Distributor, 48 Hamburgh

Williamsport, Pa.

Pittsburg, Pa. Pop. 560,000.

Extablished 1892.
The "TWIN CITIES" Distributing Agency,
DISTRIBUTORS,
Office 6, Sixth St. Branch, ALLEGHENY.
J. T. HUDSON, Manager. Mattapan, Mass. D. L. Cushing, Circular Distributor and Gen. Advertiser.

Menomonie, Wis. Flint & Thompson, Circular Distributors. References furnished. Rates sent on application. Milford, Mass. Pop. 9,000. E. R. Negu-, Distributor. 337 Main St.

Rochester, N. Y.
The J. E. stroyer Co., 114 Weld St., handles all classes of advertising matter, from a hand-bill to a circus program. No botch

#### EXPERT AD WRITERS.

Advertisements under this head \$1.50 per year, in nonpareil. In bold-face type, \$3.00 per year. Display advertisements not exceeding 7 lines, 25c. per line. All advertisements amounting to \$1.50 and over include a year's subscription free.

Blaney, Wm. E., Box 290, Haver-hill, Mass. 197 Boardman, M. F., 2554 Emerald St., Philadelphia, Penn. Cutler, John, Newton, Ma s.

Bates, Charles Austin, 1413-1415 Vanderbiit Bldg. New York, N. Y. Barless, C. J., Rose, N. Y. Bond, of Boston, 16 Central Street. Day, Chas. H., Whitneyville, Conn.

Star Ad-writing Bureau and Advertising Agency, Washington,

D. C.
Wm. A, Hungerford. I. P. Darrell. Stewart, W. C., 4114 Elm Ave., Philadelphia, Pa Ward, Artemas, Lincoln Bldg., Union Sq., N. Y. Wilder & Co., 621 Market st., San Francisco, Cal. Woolfolk, Chas. A., 446 W. Main street, Louisville, Ky. Zingg, Chas. J., Farmington, Me.

#### RUBBER STAMPS.

Climax Stamp Works, box 106, Belgreen, Ala. Sample—any wording—and self-inking pad, 100.

#### THEATRE TICKET PRINTERS.

C. F. Ansell, Mfg. Coupon Theatre Fickets and Diagram Ticket Racks

#### STREET CAR ADVERTISING.

Advertisements under this heading \$1.50 per year, in nonpareil. In bold face type, \$3.00 per year. Display 25 cents per line. Advertisements amounting to \$1.50 and over, include a year's subscription free

sheville Advertising Agency, P. O. Box 17, Asheville, N. C.
Barron G. Collier, Times Bldg., N. Y. Cole Bldg.
Memphis, Tenn.
Broadway Advertising Co., Hugh J. Grant, pres.
261 Broadway, New York City.

Mark D. Batchelder Co.. 38½ Marietta Street, Atlanta, Ga.
Also Savannah, Ga., Charleston, S. C., Richmond, Va., Peoria, Ill., St. Joseph, Mo., Dubugur Jo

mond, Va., Peoria, III., St. Joseph, Mo., Danuque, Ia.
O. J. Mulford, Hammond Building, Detroit, Mich.
Western Adv. Co., 316 Union Trust Building,
St. Lodis, Mo.
Sam. P. Ferree, 231 Broadway, New York City
Manhattan E. R. Advertising Co., 33 Murray st.,

Manhattan E. R. Advertising Co., 33 Murray st., New York City. M. Wineburgh, Times Bldg., N. Y. M. Wineburgh - r. Boston, Mass. M. Wineburgh, Jr., 164 Bank st., Cleveland O. Wyndham Robertson, Dallas, Tex The Acton-Burrows Co., Toronto, Ont.

#### POSTER PRINTERS.

Calhoun Printing Co, Hartford, Cont Calvert Litho Co, Detroit, Mich Canreron Show Printing Co. 57 Ann, New York Central City Show Printing Co, Jackson, Mich Central Litho and Eng Co, 1406th ave, New York Central Show Printing Co, 143 Monroe, Chicago

Correspondent Show Printing Co, Piqua, Ohio Courier Printing Co, Brantford, Ontario Courier-Journal Job Rooms, Louisville, Ky. Courier Show Printing Co, Buffalo, N Y Cox's Sons, John, Gay and Pratt, Baltimore

34 S. 3rd St., Philadelphia, Pa. The Donaldson Litho. Co., Cin'ti, O.

Free Press Show Print., Detroit. Free Press Show Print., Detroit.
Fox. Richard K. Franklin and Dover. New York
Gillin Show Print, 132 West 14th, New York
Goes: Litho Co. 140 Monroe, Chicago
Gt. Am-Eng & Print Co. 57 Beekman, New York
Great Western Printing Co. 511 Market, St Louis
Greve Litho Co. The, Milwaukee, Wis
Haber, P. 9., Fond du La., Wis
Haber, P. 9., Fond du La., Wis
Hasselman Printing Co., Indianapolis, Ind
Hatch, C. R. & H. H., Nashville, Tsnn
Hennegan & Co., Cincinnati, Ohio.
Lordan Show Printing Co., 128 Franklin Chicago

Litble How Frint. Boston, Mass. Lick Show Print, Fort Smith, Ark Liebler & Masss, 224 Centre, New York Mauberret's Printing House, New Orleans, La. Metropolitan Printing Co. 222 W. 26th, New York Miner Litho. Co The H. C. 342 west 14th st. New York.

Orcutt Litho. Co. Chicago
The Penu Printing and Publishing
Co., 805 Sansom St., Philadelphia
Pioneer Printing Co., 214 Jefferson, Seattle, Wash
Planet Show Print, Chatham, Ont., Canada.
Richardson & Foos, 112 4th Ave. New York
Riverside Printing to.. 216 3rd, Milwaukee, Wis
United States Printing Co., Cincinnati
What Cheer Show Printing Co., Providence, R. I.
Winterburn Show Print., 142 Monroe st., Ch cago

FORMULA and complete directions for making a Hectograph 10c. PETREE PUR. CO., Belgicen, Ala.

#### MURAL SIGNS AND PAINTED BULLETINS

Advertisements under this head \$1.50 per year in nonpareil In bold face type, \$3.00 per year. Display advertisements not exceeding 7 lines, 257 per line. Advertisements mounting to \$1.50 and over include a year's subscription free.

CLEVELAND, O.
Bryan & Co., High and Middle Sts.
DENVER, COL.
The Curran Bill Posting and Advertising Co.
DETROIT, MICH.
Walker & Co., 43 Rowland st.
KALAMAZOO, MICH.—J. R. McCarthy & Co.
LEXINGTON, KY.

C S. Houghtaling, 3 Park Place. R. LaTour, 1718 Broadway

8am W. Hoke, 107 W. 28th st.
Unexcelled Advertising Co., 46 Vesey street

Unexcelled Advertising Co., 46 Vesey street
OMAHA, NER
Thos Mulvihill, 1512 Harney st.
OSHKOSH, WIS.—John E Williams.
PHILADELPHIA, PA.
American Advertising Sign Co., 1336 Race st.
Wm. Johnson,
PITTSBURGH, PA.
G. G O'Brien.
PRAIRIE CITY, IOWA,—W. S. Parker
ROME, N. Y.—Howland Advertising Sign Co.
SAN FRANCISCO, CAL.
Selbe and Green. 11th and Martin st.
California Ad-Sigus Co. 204 Sutter st.
SCRANTON, PA.—Reese & Long Adv. Co.
ST. LOUIS, MO.
W. F. Williamson, 113-115 N. 6th street
Hulest & Stout Adv. Sign Co.
R. J. Gunning,
TORONTO, CAN.—Toronto Bill Posting Co.
The Acton Burrows Co.
VANCOUVER, CAN.—The Acton Burrows Co.
WINNIPRG, CAN.—The Acton Burrows Co.
BRANTPORD, CAN.—Chas. M. Smith & Co.
When you write, mention Billboard Advertising When you write, mention Billboard Advertisius

Advertisements under this head \$1.50 per year, in year in nonpareil. In bold face type, \$3.00 per year. Display advertisements not exceeding 7 lines, twenty-five cents per line.
Advertisements amounting to \$1.50 and over in clude a year's subscription, free.

Carqueville Lithographing Co., 75 and 77 La salle Ave., Chicago.

Dando Printing and Pt blishing Co.,

Enquirer Job Print. Co., Cin'ti, O. Forbes' Litho Co, 181 Devonshire, Boston Francis & Valentine, 517 Clay, San Francisco

Jordan Show Printing Co., 128 Franklin, Chicago Journal Job Rooms, Columbus, O.
Libbie Show Print. Boston, Mass.

New York,
Morgan, W. J. & Co., St. Clair st., Cleveland
Morrison Show Printt, Detroit, Mich.
National Printing & Eng. Co., Chicago
Orcutt Litho. Co. Chicago

BOSTON, MASS.
Boston Advertising Co., 8 Bromfield st.

Boston Advertising Co., 8 Bromfield st.
BROOKLYN, N. Y.
The New York and Brooklyn Adv. Sign Co.,
DeKalb and Hudson aves.
Reeve & Fitzpatrick, 136 S. 8th st.
CINCINNATI, O.
The John Chapman Sons Co., 10 Longworth st.
Dilt's Advertising Service, 312 Coleman st.
Ph' Morton, 333 west Fifth st.
CHICAGO, ILLS.
R. J. Gunning, Wabash ave., cor. VanBuren st.
Bour & Company, 59 Dearborn st.
F. M. Lewis & Co., Temple Court
Thos. Cussack, Blue Island ave. and Throop st.
CLEVELAND, O.

Lexington, Ky.

I. H. Ramsey & Co., 137 east Main st.
Louisville, Ky.—Heverin Bros.
Newark, N. J.—Newark Bill Posting Co.
New York, N. Y.

## WANTED!

#### BRIGHT YOUNG MEN

Can make from \$12.00 to \$75.00 per week selling our posters on commission. We have posters for every branch of the retail trade, such as clothiers, hatters, dentists, milliners, boot and shoe dealers. butchers. grocers. tobacconists. druggists, haberdashers, etc., etc.

These posters afford the very best advertising that it is possible to obtain. They are apt. striking, beautiful, and sell at sight. WE WANT AGENTS TO TRAVEL AND TAKE ORDERS. We want young men, between 21 and 25 years of age. To all such that write us. giving reference, we will send all necessary instructions, information, etc., and a set of samples that cost us \$21.75. We ask no deposits, request no stamps for reply, but we do insist upon being fully satisfied that inquiries come from men who really desire employment. Those that are merely inspired by idle curiosity will not be considered. The work is easy, pleasant and congenial. Our solicitors have the assistance and advice of the city bill poster in every town. Write quick.

CINCINNATI, O.

THE DONALDSON LITHO CO.

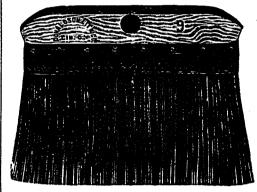
## Bill Posters' Paste Brushes.

This Brush is manufactured especially for us, and is fully warranted. It is the cheapest GOOD Brush you can find anywhere.

#### PRICES.

82.25 Each. **\$2.75** "





This is our Celebrated

#### "UNEXCELLED"

The Best Paste Brush made. Popular everywhere on account of its great durability.

8 Inch, 82.75 Each 83.00 " 83.25

SEND YOUR ORDERS TO

The Donaldson Litho Co., Cincinnati, O.

## The Babbitt Entry and Record System.

INGENIOUS 36 SIMPLE 36 PRACTICAL

## The Babbitt Ticket Account Book.

PRACTICAL 36 SIMPLE 36 INGENIOUS

#### FAIR MANAGERS

Should correspond with the undersigned, in reference to the above and special books designed to order.



# For \$182.00

Established 1892. Pifth Year. Best of references.

International Association of Distributors.

will place a booklet in every home in Cincinnati and her suburbs in Hamilton county. There are exactly 121,358 homes. About 13,500 of the booklets should be printed in German, to bring the best results. I know Cincinnati thoroughly, and I know how to cover it expeditiously and economically. Cincinnati families are large: they average five members each, ergo, you reach 606,790 people through my house to-house distributing

ROOM 609, LINCOLN INN COURT, 519 MAIN ST.

**GINGINNATI.** O.

## SOUTHERN ADVERTISING CO. STREET SARG.

## POPULATION, 10,000.

We own and control all the prominent billboards in the city.

Address all communications to

NOTHING EXCELS THE SERVICE RENDERED BY THE

**OUT-DOOR ADVERTISING** 

IN ALL ITS BRANCHES. Special care given to

Unise-to-House Distributing.

P. M. COOLEY, Mgr., BINGHAMTON, N. Y.

<u>ଭାରାରୀରାରୀରାରୀରାରୀରାରୀରାରୀରାରୀରାରୀରାରାରୀରାରୀରାରୀରାରାର</u>

THE HUSTLER ADVERTISING CO.

OUT-DOOR ADVERTISING The only exclu IN ALL ITS BRANCHES. sive distributing service in city.

FORT WAYNE, IND

**BOWLING GREEN, KY.** 

## 🗎 Bill Posting and General Advertising, 🧲

J. M. ROBINSON, Manager "Southern Advertising Co.," BOWLING GREEN, KY.

## 

CONTRACTORS FOR

1891. "Everything comes to him who hustles while he waits." 1897.

W. H. CASE, MANAGER 24 NORTH MINER STREET,

### "That New and Different Paper."

A meaty and mighty independent paper, published monthly, at St. Louis, Mo. The only ad journal that wears no gloves.

All that its name implies. - Newspape

Worth its weight in gold to anybody who writes ads.—*The Country Editor*. Made up of bright things, nicely con-densed.—Elmer (N. J.) Times.

It starts right and promises well.—Nation

SAMPLE COPY TO YOU, FREE.

> H. H. PARAMORE, Editor, 519 Olive St., St. Louis.

weive Months for a Dollar.

## SIDNEY, OHIO, C. P. ROGERS

Owns and controls all billboards and dead walls in the city. Also DISTRIBUTING carefully attended to

#### Tucker's Magic Stove Polish

Will send secret of manufacturing this excellent Stove Polish for 10 cents, former price \$5.00. Thousands of boxes have been sold by myself.

G. F. TUCKER, Sheldon, Mo. Box 157.

THEATRICAL AND CITY BILL POSTERS, Distributing and Advertising Agents, Work promptly and properly executed . WOODWORTH, Mgr. FORT WAYNE, IND

### "Mr. Manager!"

#### "One Moment Please."

WE paint pictorial advertising signs, society silk banners, show canvas, theatrical scenery and imitation litho.

OUR artists are expert and up-to-date. WE do bill posting, distributing and tacking.

WE own 20,000 feet of space, honesty, energy, experience and World's Fair

OUR boards, stock, labor and prices are

WE have no alleys, back fences, "charlie boxes," boys or "bums."

WE want your address, acquaintance, work and inspection, once got, always retained, "It's your move."

## C. M. Smith & Co.,

Brantford, Canada.

Population of City 17,000. County 50,000. Country 5,000,000. 1197

### A. E. BENTLEY,

Only Licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. Rates made known on application.

### Nashville Distributing and Advertising Co., 150 N. Cherry Street, NASHVILLE, TENN.

Licensed and Bonded Distributors and Tackers for Nashville and Chattanooga, Tenn.

Member International Association of Distributors. This association guarantees service of its members. | 7 JAMES L. HILL, Mgr.

The finest Bill Posting Plant in Maryland, located at Frederick, a city of 10,000 population, known as the RHODES BILL POSTING CO, now doing a flourishing commercial business and controlling all theatrical and railroad work.

Will sell also, a first-class Soda Water and Bottling Plant, now supplying 8-10 of the soda drank in the town, which, if run in connection with posting, proves a young gold mine. Both plants run under the same roof. Will sell for cash within the next 60 days. \$2,500, no more, no less.

Frederick has fine water, electric lights, trolley lines and a grand Mountain Summer Resort. This is the opportunity of a life time, for some young hustler. Reason for selling: Have interests in another city, that demand my attention.

If you mean business, write for full particulars. ADDRESS:

FRANK B. RHODES, P. O. Box 244, FREDERICK, MD.

## E. S. CARPENTER, RELIABLE BILL POSTER DANIELSON, CONN.

MANAGER OF MUSIC HALL. Office. No. 5 Music Hall Block.

Has more, larger and better billboards than any other bill poster in Eastern Connecti-cut. Try him. He will do your posting and distributing faithfully and well or no pay.

LICENSED CITY

Bill Posters & Gen. Advertisers

BURKE & SARGENT, PROPR'S.

1,000 Feet Billboards.

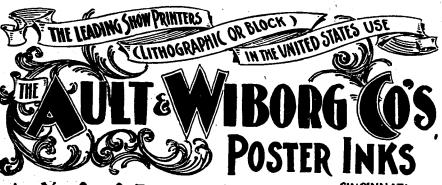
100 One-Sheets.

LICENSED BILL POSTING, TACKING. DISTRIBUTING.

J. S. CRAIG. 319 LEXINGTON AVENUE,

HASTINGS, NEB.

Own and Control all Boards and Privileges. 20,000 Square Feet of Boards. POPULATION 15 000.



ESTABLISHED 1876. + CHARLES W. YORK, +

Distributor. + HAVERHILL, MASS.

Rill Poster and

I make a specialty of Distributing.

Reference if required. ¶97

G. F. BANGASSER & CO. CITY BILL POSTERS AND DISTRIBUTORS,

Signs Tacked and Signs Painted. Own all Bill-Boards in our locality. P. O. Box 38

MCMINNVILLE, OREGON.

HIGGINSVILLE, MO Pop. 5,000 The Greatest Country on Earth.

#### RIGG BROS..

The only licensed BILL POSTERS in the city. Control and own all billboards and advertising privileges in the city. We are up to date. All work properly executed. Also signs tacked. Distributors and Sign Painters.

### Philip B. Oliver,

Licensed City BILL POSTER. AND DISTRIBUTOR.

3,000 Fe.t of Board. 75 Three-Sheets. Special Attention Given to Commercial Work and Distributing. All Work Guarateed.

319 Cherry St., FINDLAY, O. POPULATION 23,000.

HENRY C. **ADVERTISING** 

PATERSON, N. J.

### NICHT # DAY.

That is just the way we are work

ing now. Pleased advertisers—are you one of them. Write us about our 14 towns. Paterson 100,000; Passaic, 20,000; Rutherford, 8,000.

PASSAIC ADVERTISING CO. Paterson and Pas-aic, N. J.

TRENTON, NEW JERSEY. The Trenton Bill Posting Co.

Owrs all Billboards in the city and suburbs. Population 70,000. I guarantee the value of all Bill Posting and Distributing.

WM. R. WILLIAMSON, Manager

**Yusiness** 

It saves money by discovering the ay of doing things in the office.
It treats particularly upon

counting, Office Routine, Business Management, and Advertising, and incidentally upon Finance, Manufacture, Transportation, Commerce and Economics.

tion, Commerce and Economics.

The stated departments of the paper include Offrice MAIL BAG, being letters from practical men on office and business topics; OFFICE RECORD, containing illustrated descriptions of new devices; BUSINESS LITERATURE, or reviews of new books; ART AND PRACTICE OF ADVERTISING, presenting studies in successful publicity; INSTITUTES AND ASSOCIATIONS, recording the transaction of the organizations among office men; and BUSINESS LAW, presenting articles on law topics of special importance to business managers.

agers.
The Suplement, PRACTICAL ACCOUNTING, contains carefully prepared articles on ac-counting methods, including descriptions in detail of the accounting practiced in leading

establishments. Monthly, 40 pages, illustrated including supplement, \$2 a year. Sample copies (men-tioning this advertisement) free. PUBLISHED AT

13 Astor Place, NEW YORK.

## J. S. MARTIN 4000 OUT-DOOR ADVERTISING

In all its branches. Also Bill Posting, Distributing and Card Tacking, in this city, or adjoining country or towns

INDIANOLA, IOWA

#### WILL H. LORELLA. IDEAL....

Bill Poster and Distributor.

Distributes samples and circulars. Eight towns—Population 4,000. GRANTSBURGH, ILLS.

### A. P. MEYERS,

BILL POSTING, = DISTRIBUTING, SIGN PAINTING, Owns and controls all Boards

Population-City, 3,000; County, 18,000

GLENWOOD, - IOWA

## **GEO. F. NETHERCOTT. BILL POSTER** DISTRIBUTOR.

Card Tacking, Distributing, Sampling, Sign Painting.

Control all Dead Walls. All Boards on or near Street Railroads

Office, Academy of Music, SAGINAW, E. S., MICH.



DESIGNERS. **LITHOGRAPHERS** 

AND GENERAL

**JOB PRINTERS.** 

Specialty \*

Poster

Work

Our

Our Date Book for Season 1896, '97-'98 now ready, and will be sent postpaid on receipt of 25 cents.

# The Bill Poster

The English counterpart of THE BILLBOARD. Subscriptions 50 cents per year, post free, may be sent to 127 East Eighth St., Cincinnati, O.

JOHN T. WILLIAMS.

Population 90,000.

BILL POSTER 346 Morrison St., PORTLAND, OREGON.

POSTERS HAND BILLS

The best work and lowest prices that can be

obtained in all America. Write us. THE American Engraving and Printing Co.

57 BEEKMAN ST., NEW YORK.
R. E. ROYLANCE, Sec'y.

T. R. DAWLEY, Pres.

DANA M. BAER, OF LA VERNE, Minn. is reliable. He will honestly and faithfully distribute all advertising matter, tack up all signs intrusted him. My circuit is eight towns, a population of 10,000 to draw from. I also have 4,000 reliable names at 25c per 100, 500 for \$1.00, 1,000 for \$2.00, 2,000 for \$4.00, or the entire lot for \$6.50, cash with order.

DANA M. BAER, Distributor, Box 477, LA VERNE, MINN.



DONAT J. LEFEBYRE. RELIABLE DISTRIBUTOR

BOX 483, MANCHESTER, N. H.

L. A. DANIELS. City Bill Poster and Distributor. SANTA CRUZ, CAL.

POPULATION 8,000.

Member International Bill Posters Associated States and Canada.

FREE! FREE! Names and addresses of honest, prompt and reliable Mailing, Distributing, Clipping, Subscription, Printing, Local and General Agents, furnished *free to Advertisers*. 100 Circulars honestly mailed per day for 10 cents; 100 of \$1.00 cash, Job Printing or advertising space accepted Our Putrons are Our References.

CIRCULARS DISTRIBUTED.

THE MONUMENTAL ADVERTISING ASS'N BALTIMORE, MD.

Mailed 10c per 100, \$1.00 per 1,000. L. M. L. Branch 153. G. F. TUCKER, Box 157, SHELDON, MO.

DILLON'S **GROSS ROADS** BILL POSTING **CO., Normal, Ills.** 

> Cards, Circulars, Bills, etc., tacked and distributed at all prominent points throughout the state. Fence sign cards a specialty.

DO YOU INTEND TO ADVERTISE IN

SAN FRANCISCO. OAKLAND. AND ALAMEDA CO...

CALIFORNIA?

# SIEBE & GREEN

# Bill Posting and Painted Sign

PLANTS.

General Office, 11th and Market Sts., San Francisco.

Branch Office, 3d and Washington Sts., Oakland.

SAN FRANCISCO 44,00 Lineal Feet Fencing, 10 and 20 Feet High

350.000 Population.

OAKLAND 11,000 Lineal Peet Pencing, 10 and 20 Peet High.

60,00 Population.

ALAMEDA CO. 9,000 Lineal Peet Pencing,

150,000 Population.

one country, and are and must be subject business in those other States."

#### Elkhorn; Jesse L. Sharp, Chippewa Falls; Kennedy Scott, Rio; M. F. Barteau, It is the purpose of this association to get figures on all attractions, and the arrange circuits. Managers of attractions suitable for county fairs, should correspond with secretary Babbitt.

A resolution was passed, fixing a uniform size for premium lists. Henceforth all premium lists of fairs held in Wisconsin will be printed on 24x36 inch paper, and trimmed when bound to 814 inches long by 51/2 inches wide.

The 112th anniversary meeting of the Agricultural Society of South Carolina, was held. March 14th, at the Chamber of Commerce, in Charleston. The financial status of the Society was found to be in a most flourishing condition. The election of officers for 1897, resulted as

President, C. A. Chisolm

Vice-Presidents, W. G. Hinson, W. G. Vardell, H. B Horlbeck, John M. Kinto observe that if an advertiser is molested by a bill poster and fights the case

Solicitor, Julian Mitchell.

Secretary and Treasurer. J. Backman Chisolm. bill poster, on the other hand, makes com-

Executive Committee: S. G. Stoney. C. I. Walker, James M. Eason, R. C. Barkley, M. P. Pickett, C. Wulbern, E.S. Rivers, J. C. H. Claussen, J. T. Dill, John 3. Horlbeck, Zimmerman Davis, P. Shuckmann, C. R. Valk, R. Y. Macbeth, E. Willis, Glenn E Davis,

After the business meeting a delightful collation was served, which was thoroughly enjoyed by all present.

# THE BILLBOARD

Vol. IX., No. 3.

CINCINNATI, APRIL 1, 1897.

PRICE 10 CENTS PER YEAR, \$1.00

Obviously, the bill poster must rise to

the occasion and meet the emergency.

There is but one way in which he can do

it. He must provide a service and a line

of boards that will prove indispensible

to the advertiser. Sniping. spotting and

fly posting will soon fall into disuetude.

Even now they are losing favor, and the

sooner they go the sooner protected ser-

In the meantime, it would be well for

those bill posters who have no license to resist any attempt to pass an ordinance

which will create one Those that already have them, especially those who are pay-

ing a high license, should cast about for

ways and devise means to reduce them to

Wisconsin Fair Managers' Asso-

At the fourth annual convention of the

ciation.

Wisconsin Fair Managers' Association,

(an association composed of the officers

of the various fairs in the state,) held at

Madison, the following officers were

elected for the ensuing year: President,

John H. True; Secretary, Arthur Babbitt.

Executive Board: Geo. L. Harrington,

vice will be fully appreciated.

a reasonable figure.

Ever since THE BILLBOARD became the recognized organ of the bill posters of America we have had before us the question of license. We receive on an average no less than a dozen letters a month bearing upon this vexing question. Some are inquiries, others complaints, and not a few are attacks. During the month just past it has fairly rained license letters, owing to the action of the Indiana State Legislature in depriving municipalities of the power to grant license to bill posters. We have waded faithfully through this mass of correspondence, but have not found anything particularly new or original. No one has outlined any course of procedure, either useful or practical, which has not been touched upon in our columns previously, Hence, as we cannot give space to the communications, we have decided to deal with the subject editorially.

The greater portion of the bill posters of America unquestionably regard a license as protective and beneficial to their interests; and as no one particularly objects to them, save some few irresponsible advertising agents and itinerant distributors, it seems a pity that the question cannot be let alone.

Unfortunately, this may not be. It is high time that bill posters knew the truth about licenses, and to this end we have looked into the matter carefully, thoroughly and at great length. After due consideration and consultation with authorities, we have no hesitation in stating that a bill poster's license, no matter where it is granted or how it is drawn, is not worth the paper it is written on as a meas ure of protection to the billposter. The best that can be said is, that, in a general way, it is a fairly good "bluff."

A State or a municipality has a right to tax pursuits and callings carried on within its limits, and has the right to require licenses for carrying on those which are declared to be privileges. Therefore, the authorities have the right to license bill posters, but the Supreme Court of the United States steps in at this point and says, "Stop! License your billposters if you so desire, but don't vou dare to prevent the advertiser, local or foreign, from creating a market for his wares." And there you are. The license gives the bill poster no local privileges. It does not protect him from vandals, adult or juven ile It gives him no special police protection, and finally the Supreme Court says that it cannot and must not prevent any outside advertiser from coming in and posting his bills wherever he can obtain nission and distributing his circulars or samples in any manner he chooses.

To make the matter perfectly clear, we quote briefly from Chief Justice Bradley's decision, viz.: "In the matter of inter-

to one system of regulations and not to a multitude of systems. \* \* \* In view of these fundamental principles, which are to govern our decision, we may approach the question and inquire whether it is competent for a State to levy a tax or impose any other restriction upon the citizens or inhabitants of other States for selling, or seeking to sell, their goods in such State before they are introduced therein. Do not such restrictions effect

Lack of space prevents our quoting at much length from Justice Bradley's decision. Suffice it to say that he points out clearly and forcibly that any ordinance which prevents or even restricts an advertiser from creating a market for his wares by bill posting, sign painting, sampling, card tacking, distributing or exhibiting, is in violation of the interstate commerce law, and hence unconstitutional, null and void. Now, this being the case, it is needless



CAPTAIN GEORGE W. CAREY, Lebanon, O. Sec'v Warren County Fair Association

the very foundation of interstate trade? How is a merchant or manufacturer in one State to sell his goods in another State without in some way obtaining orders therefor? \* \* \* \* In these cases, then, what shall the merchant or manufacturer do? Must be sit still in his factory or workshop and wait for the people of those States to come to him? This would be a silly and ruinous proceeding.

"The only way, and the one which most extensively prevails, is to obtain state commerce the United States are bit orders from persons residing or doing

liable for damages for abuse of process. Moreover, it is likely that all the other States will, one after another, follow the lead of Indiana in abolishing the power of towns and cities to grant licenses of this character. The question is, what is to be done about it?

the bill poster is bound to lose. If the

plaint to the authorities and has the ad-

vertiser or his agent molested, the muni-

cipality will lose, and the bill poster be

THE BILLBOARD

DO YOU INTEND TO ADVERTISE IN

# SAN FRANCISCO. OAKLAND. AND ALAMEDA CO...

CALIFORNIA?

# SIEBE & GREEN

# Bill Posting and Painted Sign

PLANTS.

General Office, 11th and Market Sts., San Francisco.

Branch Office, 3d and Washington Sts., Oakland.

SAN FRANCISCO, 44,000 Lineal Peet Pencing, 10 and 20 Peet High.

350,000 Population.

OAKLAND, 11,000 Lineal Feet Fencing, 10 and 20 Reet High

ALAMADA CO. 9,000 Lineal Feet Fencing, 10 and 20 Feet Blob

10 and 20 Peet High.

BILL POSTERS

People have little time to read posters. You have to catch their eye and drive your story home in the shortest possible space of time. Therefore, be brief, be

Street car advertising is a near cousin to billboard advertising, and in many respects fully as effective. The latter, send us their name and address in order though, has much the greater circulation and, as a rule, can be had cheaper.

There is no best season in which to advertise. Advertising is the life blood of every business, and, like it, must be ever

Every bill poster who amounts to a fig, has a habit of doing his own thinking. He reads everything written on Advertising that he can find time to peruse, listens courteously to arguments, discussions and advice, and after all is said makes his own deductions and forms his own conclusions.

One idea, one name and one price to a poster. Nothing more. Let the idea preferably be a single, clear, tersely put, convincing fact.

Dodd's Medicine Co., of Buffalo, N. Y., want to hear from bill posters in Missouri.

H. Taiser & Co., of Boston, will advertise cigars throughout New England only.

H. B. Kirk, of H. B. Kirk & Co., Fulton St., New York, places the Old Crow whiskey business direct.

The F. A. Whitney Carriage Co., of Leominster, Mass., furnish all retailers with a supply of posters with which to advertise their baby carriages. We regret to say that they are not always posted. The retailer quite frequently is too economical to pay for the posting.

THE BILLBOARD does not necessarily agree with the sentiments or endorse the opinions of all contributed articles which it publishes. On the contrary it often gives space to opinions from which it radically dissents. It wants full, free and fair discussion of all questions, matters and methods appertaining to advertising. Furthermore, it wants its constituents to thoroughly understand that its space is theirs. If there is not enough we will provide more.

Every bill poster who reads THE BILL-BOARD, and that means all that are worthy of the name, ought to write us regularly. It is not necessary that you deal with uestions of importance to the craft at large. There is plenty of purely local news that is always interesting and worthy of record. Criticise the quality of posters

sent you. If they are poorly executed say so. It is your duty to yourself. Poor posters, be they ever so well posted will not bring results entirely satisfactory. Unless you state the facts your service is liable to be blamed for a printer's mistake. Whenever you get any work from a new commercial house tell us about it, and that other bill posters in other cities may be benefited.

If a convention, fete or celebration is to be held in your city, send us the date and duration thereof, and we will publish it

#### Purely Personal.

R. K. Brown succeeds J. D. Cline at New Albany, Ind ——A. B. White, who owns the boards at Taunton, Mass., is also a wholesale and retail dealer in foreign and domestic fruits .--of establishing a plant at that point.---- I. S Craig. of Hastings, Neb., says he cannot do without THE BILLBOARD, -- John A. Lakin, of Cooperstown, savs he is the oldest active bill poster in the world. — W. O. Light, of Lemars, Iowa, has joined the International Ass'n. — R. J. Chilcote, of Carlisle, Ind., covers all of Sullivan Co., and is making it pay.——J. C. Campbell, of Wallace, Idaho, also looks after the cities of Gem and Burke. We have a warm place in BILLBOARD was launched, and when it was still floating around in the shore eddy, Campbell subscribed and followed it up by kicking hard because he did not get his paper. It was not much of a paper then. The first enthusiasm of the rictors, owing to the marked indifference was worse than damp-it was sopping wet. They were chiefly occupied in seeing how cheaply it could be gotten out; and waiting for a cue that would enable them to excite some interest among their constituents. The business manager edited two departments, set the type and stood off the bills. The remaining partner did the rest of the editing, kept the books, looked

gent, doing business as the Marion Advertising Co . of Marion, O.. control a circuit of ten towns and make a specialty of country routes Olean Bill Posting Co., report good business. They have closed a contract with the Forepaugh Sells Shows, for June.—I. A Thomas, of Hot Springs, Ark., is still with us. ——Bill posters will do well to communicate with A. Bennett & matter of local trade. W. P. Baxter, whose recognized standing in Richmond, Ky. He is a contractor and deals in wall paper, window shades, paints, oils and glass -Lawrence, Mass., has a good run on local commercial work. --- Emmett Littleton, of Rockville, Ind., has good boards all over Parke County. -F. T. Flint, of Smithville, Texas, styles himself "the hustler." He is stage manager of Maney Opera House.—G. G. Scranton, of Sault Ste Marie, is meeting with success J. A. Lampert, of Ogden, Utah, controls Ogden, Huntsville, Eden, Hooper, West Weber, Plain City, North Ogden and Riverdale T. F. Chafee & Son, of Shelbyville, Ind., are highly recommended.tion has not sent them any work, and they a common error on the part of bill posters in the tions engage or promise to provide work. The only person who furnishes work is the advertiser, and he generally designates the towns that left to the agent, but not often. Beware of associations that promise work in return for the pit-tance involved in an initiation fee They are and do not, but they are very good things to be-long to for all that — Frank P. Lauthlin, general manager of the Lauthlin-Floto Bill Posting Co. of firm of Oplinger and Butkiewicz, of Nanticoke, Pa...has been dissolved. Thos. Butkiewicz retiring. The business will be continued by S. P. Oplin ger inder the firm name of Oplinger & Co.-B. Yecker, of Lancaster, Pa., says business is oad. \_\_\_ J G. Loving, of New Castle, Pa., has imes, of the Old Colony Bill Posting Co., of Providence, R I., stands well among the agents and advertisers — Fred L. Schaefer, of Henry, Ill., has just completed thirty new twenty-foursheet boards all in prominent locations.—
Chris Ulrich, of Jacksonville, Oregon, is well recommended — G. W. Bigham, is the city bill poster at Corvallis, Oregon, — Harry Drury, manager of the Empire Bill Posting Co., f Indianapolis, says business is slow.——Frank Langham, manager of the opera house at Luverne, Minn., has bought the boards in that city formerly controlled by Dana M. Baer. en. S. Theiss, of Birmingham, says the monthly visits of THE BILLBOARD are always welcom with joy. He assures us that he finds it helpful and informing. He reports business gr

after the mailing list and answered the correspondence. All work was done after night, for the day. It was on this account that when Campbell's ription came in, his name failed to get on the subscription list; although, the accompanying dollar was promptly confiscated. It was overlooked, or perhaps his letter got on the wrong hook, or-anyhow, he did not get his paper. He notified us. The editor pr apologized assuring him that it was the fault of the mailing clerk. Now the editor should have diately put that name on the mailing list, but he had several other letters to write that happened to be down stairs, and-well, he put it legree of asperity; and again the editor assured would not occur again. But it did; and then Campbell kicked: he kicked hard, too. He did not get mad exactly. He simply assured us in a pleasure to know, that the editor, the bus nanager and their miserable mailing clerk were in hell. That letter brought great joy to the publishers: they read and re-read it; they laughed

hands again and again. Somewhere out in the

las. A. Curran, of Denver, is one of the few bill sters who can boast of possessing a complete ile of THE BILLBOARD. Fred Whitehead of Passaic, N. J., is a boniface. He owns the Passaic Co. Hotel.——J. M. Kean, is a new one at \_\_J. M. Kean, is a new one at Tacomah, Wash, he is advertising agent of the Muth St. theatre in that city, but is reaching out after commercial work.——Crittenden Bros., of Centralia, Ill., advertise posting and distributing in city or country.——W. B. Lowden, the efficient and energetic manager of the Munson plant in the metropolis, is slowly but surely pushing his charge toward the head of the proat Streator, Ill.—The Gazette Bill Posting Co., is at Streator, III.—The Gazette Bill Posting Co., is the name of the bill posting Co at Galena, III. A. E. Heron is manager. This company also publishes the Daily Gazette.—P. A. Sherwood of Ottawa, III., does the commercial posting of that city.—I. A. Daniels, of Santa Cruz, Cal., is one of the new school of bill posters who believe in advertising. We will exploit his services for a year.—C. P. Rodgers, of sidney, O., has a splendid line of boards—H. O. Seibe, of Crystal Springs. Miss., wants to join an asset. O., has a splendid line of boards — H. O. Se of Crystal Springs, Miss., wants to join an a ciation. The advertiser of Mansfield, under date of Feb. 24, devotes a quarter column to The W. D. Husted Adv. Co. sbill jing plant. It commends their service hig — The Tyrone (Fa.) Bill Posting Co., control most of the boards in that city, recent can be control most of the boards in that city, recent can be control most of the boards in that city, recent city. The city solicitor informed them town was too small. Sheer rot! — many a to of less than 2000 population has enacted licen Tyrone, we judge, has nearly 2000.— J. Wheeler says there are no finer boards in South than those of Morristown, Tenn. their paper. It was their first token of genuine



TWO "IONES" POSTERS.





free of charge. Advertisers and agents follow these eyents closely and if they conclude that the floating population of your town will be materially increased at such time you may benefit by a consignment of work.

If you are to have a fair, exposition, racing meet, bicycle tournament or a bench, poultry, pet stock, flower or food show advise us. As soon as the event is chronicled in our lists the poster printers will send samples of suitable posters to the manager of the affair and that wi 1 result in a contract for you. Write us. Write early and often.

Publishers are wont to dwell upon cir-culation, to roll off tremendous figures that fairly stagger their clients. Did you ever consider the circulation of a poster a single poster? If not, take your stand near some hoarding on a pleasant day and count the people that pass. If you try a station on Broadway, in New York, or on Clark St., in Chicago, you will find that that one poster has a larger circulation than any one of the great dailies in either

### THE BILLBOARD.

PUBLISHED MONTHLY AT 127 East Eighth Street, Cincinnat. O., U. S. A.

Address all communications For the editorial or business departments to

THE BILLBOARD PUBLISHING CO.

Subscription, \$1.00 Per Year, In Advance.

ADVERTISING RATES:

Advertisements will be published at the uniform rate of ten cents per agate line; copy for advertisements must reach us on or before the twenty-fifth of the month. Our terms are cash.

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Are, W. C. In Paris, at Bretamo's, 17 Avenue del Opera. The trade supplied by the American News Co. and its branches. Remittance should be made by cheque, post-office or express money order, or registered letter addressed and made payable to The Billboard Pub. Co.

The editor cannot undertake to veturn unsolicited manuscript: correspondents should keep copy.

When it is necessary to wire us the instructions and copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donalison Cipher Code.

#### APRIL, 1897.

MARCH was an uneventful month in bill posting circles. Nothing of interest transpired, save the convention of the Associated Bill Posters Association in New York. A great many bill posters believed that the particular object of this meeting was the consideration of amalgamation with the International Bill Posting Association, as proposed by the latter organization. Private advices lead us to believe that the proposition was not entertained for a moment.

In any event no action was taken and it is doubtful whether any will be, at least in the near future, for the International Association, if it does not resent the affront vivorously, will at least not lay itself open to a repetition of the same treatment by making-overtures a second time

It is most unfortunate. The exercise of a little courtesy and a small amount of tact would have effected a union, and made an ideal open association possible. As it is, the breach is wider than ever.

THE bond scheme proposed by Mr. R. C. Campbell, and outlined by him in various recent issues of the official organ of the association, was thoroughly discussed and found much well deserved favor. Although, neither particularly new nor original, it is nevertheless an exceedingly good thing. Mr. Stahlbrodt originated it some four years ago, but despite the fact that he worked hard and went to a considerable expense to get it adopted, enough members held off to defeat his efforts. The International Association then took it up and successfully introduced it by making it requisite for membership. Then the New York City Association adopted it in another form.

Mr. Campbell's idea embraces what is best in the International (protection to advertisers) and the leading feature of the New York City organization (maintenance of prices and location rights) combining the two very cleverly. It promises well, and furthermore, is in no sense a theoretical ideality, for it has stood the test of actual usage.

IF the bond in each case is unquestionably good (and it had best be put up in New York, fills our soul with wrath.

cold cash which could be deposited with some sound trust company where it could draw interest) and is controlled by a judicial board with power to levy punitive fines for price cutting and location stealing, it would prove a great boon.

The great problem will be to get it introduced and generally adopted. Had the two associations amalgamated this task would have been much simplified, but as they did not it presents many complex difficulties. The /. B. P. A. is in decidedly bad odor among bill posters in the smaller fowns, many of whom believe that the city bill posters only want them in the organization to use them.

We have received dezens of letters from country bill posters complaining that not only were they not benefitted by joining, but that the only time they heard from the secretary was when he notified them not to post this, that or the other person's paper. This evidences a lack of confidence that is wide spread and growing.

As it is chiefly among country bill posters that difficulty will be encountered in getting the scheme adopted, it is past all understanding why its promoters turned down amalgamation with the International. This latter organization possesses the implicit confidence of bill posters in the small towns, and its endorsement would have meant their ready and eager ac-

Anything eminating from the A. B. P. A., however, is looked upon with suspicion and distrust. And there you are.

Mr. Campbell's idea, plan, scheme or what-you-will is a good thing - a splendid thing-if, it is generally adopted. Its general adoption is possible only by enlisting the services of the International, which in turn can only be effected through amalgamation, and that is not near at hand by any means. We regret to say everything points to the conclusion that Mr. Campbell will have plenty of time in which to consider, elaborate and perfect his scheme before it goes in actual

WE have learned that the old mosscovered charge that this paper foments and fosters indiscriminate opposition, was again made to do service at the New York convention; but as no one but a fool will believe the decrepit old lie, we can afford to smile over its rejuvenation. The reported lobby talk of coersive measures against advertisers, agents and independent bill posters, however, is agravating. What satisfaction certain damphools find in silly twaddle of this kind, in empty, idle, and meaningless threats, is something we cannot understand Anyone with a lick of sense ought to see that such "breaks" are regarded as child's play by those against whom they are directed, while disinferested persons hear them only with contempt. The sensible men in the craft will have to suppress these brainless phonographs, and they will have to do it promptly. Otherwise, people everywhere are likely to gain the impression that the business is wholly in the hands of a parcel of blatant asses. This is strong language; but the spectacle of these worthies uncorking their ignorance in

#### LETTER FORMS.

#### DESIGNED TO AID NOVICES.

In looking over correspondence which advertisers and advertising agents have received from bill posters and distributors we have been forcibly struck with the lack of uniformity, lack of point, and, in some instances, lack of common sense which they exhibit. Bad penmanship and worse orthography abound. In fact, to be perfectly candid, we doubt if any other calling can roll up as big a percentage of villainously poor letter writers as may be found among the knights of the brush and shoulder sack. There are some few who are so hopelessly bad that they never will be able to write even the simplest of business letters, and to these we say do not try. Break in an office man, a correspondence clerk, business-manager, private secretary, bookkeeper -call him what you will-but let him be a bright boy. with a good common school education. If you can afford to get him a typewriter, so much the better, but it is not necessary. Let it be his duty to attend to all the correspondence, always, of course, under your immediate supervision. Read every letter after he has written it and it yourself. Never allow any one, sign not even your stenographer, to sign your letters.

Some bill posters and distributors, however, will not be able to do this-their business will not warrant the expense. To them we say, penmanship is largely a matter of practice, and poor spelling in these days of cheap dictionaries is unpardonable, because it arises solely from sheer laziness. Write carefully and legibly, consult your dictionary when in doubt about the spelling of any word and study the following forms carefully.

You will detect a decided improvement in from four to six weeks, and if you persist you will soon be able to write a thoroughly acceptable letter.

NO. I-LETTER OF SOLICITATION.

Form used by W. L. Mildrum & Co., bill posters and distributors; Office, 51 North Broadway. YONKERS, N. Y., January 4, 1897.

YONKERS, N. Y., January 4, 1897.

DEAR SIRS:

If you are thinking of doing any advertising in this section we would be pleased to hear from you in relation to the same. We control all territory north of the New York City line to Dobbs Ferry on the New York Central Railroad, which includes Van Cortland, population 2,000; Riverdale, 2,000; Yonkers, 45,000; Hastings, 4,000, and Dobbs Ferry, 5,000. We employ a regular force of bill posters and distributors, and will guarantee you satisfactory results if you place your advertising with us. Our distributing department is run in a systematic manner, our men are reliable as we employ both our bill posters and distributors the year round. We handle distributing matter of any description at \$1.50 per thousand, house-to-house canvas. Enclosed you will find list of bill boards controlled by us, all in first-class locations, at railroad stations on all lines entering New York City and on the principal streets and drives in the city of Yonkers. All stand work and three sheets, 30 days listed showing, at seven cents per sheet. One sheets, four cents per sheet, to be posted as chance may offer. Hoping to hear from you, we remain respectfully, W. L. MILDRUM & Co.

NO. 2.—LETTER OF SOLICITATION. FORM FOR DISTRIBUTORS.

...Firm Name..... .....Address.....

Dear Sir or Gentlemen:

Have you ever tested the merits of "house-to-house distributing" as an advertising medium? If you have not, we want to direct your attention to the fact that it is one of the best and most eco-

nomical methods extant. We make a business of distributing circulars, booklets, pamphlets, folders, almanacs, samples—in fact, all kinds of advertising matter. We employ trustworthy men (no boys), and our service is thorough, efficient and reliable.

In addition to regular service we can give you special service, discriminating service or classified service. If you are interested, we would be glad to quote you prices upon receipt of samples and instructions.

Resp't yours,

NO. 3.-LETTER OF SOLICITATION. SHORT FORM FOR BILL POSTERS.

Dear Sir or Sirs:

We control all bill boards at this point, and they are good boards. Anytime that you care to get your name up in our locality we shall be glad to hear from you. Our service is first-class in every sense of the word. Lists and estimates on application. Very truly yours,

NO. 4.-LETTER OF SOLICITATION MEDIUM FORM FOR BILL POSTER

We honestly and candidly believe that posters will yield more publicity per dollar than any other class of advertising. They bring more returns and bring them quicker than newspaper space. This is a fact, and can be proven to the satisfaction of any unprejudiced person. We have a splendid line of boards in this city. We cover all thoroughfares, street car lines, railroad crossings, and, in fact, all points of vantage and prominent

NO. 5-LETTER OF SOLICITATION. Form used by the Jamestown Bill Posting Co.

espectivity yours, The Jamestown Bill Posting Co.

NO. 6.—LETTER OF SOLICITATION

To Advertisers and Advertising Agents
Throughout the Country:
Having fitted up an office at 109 East be glad to accommodate you with desk room and other facilities for the purpose of enhancing your business interests and make your stay among us, at all times, Awaiting an early reply, we remain re-

JAMESTOWN AND CHAUTAUQUA LAKE

N. B.—As to our ousness standing, we respectfully refer each and every one to the following prominent individuals and firms in our city:

Clark Brothers, Druggists: A. Goldstein, the Marble Hall Clothier; Jamestown Pharmacy, Druggists; City Drug Store, Druggists; Samuels & Sons, Dry Goods: Wilcox, Burchard & Co., Wholesale Grocers and Flour Merchants.

We will continue these letter forms from month to month, gradually covering the whole field of business correspondence and embracing letters of acknowledgment, protest explanation, etc., etc. We strongly advise good stationery and a brochure or folder to enclose with each letter. Bill posters, distributors and sign painters will do well to have both their letter heads and enclosures prepared by an expert ad-writing firm, such as Moses & Helm, 111 Nassau street, New York, or any one of those in our ad-writing directory. We only mention Moses & Helm because they are in closer touch with the merits and virtues of out-door display advertising than the general run of experts

#### NORTH THE PROPERTY OF THE PARTY Poster Printers CEAN DESTROY DE SON

All too often poster printers make the mistake of over-accentuation. Displaying several lines in close proximity to one another defeats itself, weakens the poster and mars its appearance. One idea to one ad is a good rule, and it ought to be supplemented by another: one display line to one poster.

Discard caps wherever practicable; use lower case wherever possible. Result: perfect posters that read like lightning.

The Ringling Bros.' order was taken from The Great Western, of St. Louis because it was not being properly executed, so it is rumored.

Hennegan & Co. have added another press. This time it's a Century, built by the Campbell Co. The success of the Messrs. Hennegan has been wonderful.

The Goes Co., of Chicago, did the posters of the Whitney Carriage Co., of eominster.

Bryan & Co., of Cleveland, O., have bought out Major Bills, of Toledo. This gives Bryan & Co. control of C'eveland, Toledo and Akron.

C. H. Hesing, 110 E. Pearl street, Cincinnati, wants to hear from distributors. He is putting out an eight-page booklet, size 6x3. Address him at once.

#### Purely Personal.

Jos. A. Eslen is manager of the Penn Printing and Publishing Co., which succeeded the Ledger Job Office. —— F. M. Edwards, general manager of the Great Western Show Printing Co., of St. Louis, recently broke into the papers of the Mound City in great style. It appears that Edwards, who is a good fellow and generally liked, has been going a pretty rapid gait of late. He was sent to Chicago, and, according to Mr. McManus, president of the company went on He was sent to Chicago, and, according to Mr. McManus, president of the company, went on a tear, while there. Although he started out with ample funds he made three drafts on the house, each for fifty dollars. After this nothing was heard of him until another draft for a hundred dollars, which he had cashed in New York, was presented. This was turned down and another man was placed in Edwards' position. Neither his wife nor his father have heard from him since he lett, and both are much concerned overhis absence. Edwards was brought from New York to St. Louis by the Woodward & Tiernan Co., to take charge of that concern, but rendered valuable aid to the officers and directors of the Great Western in effecting the reorganization of the plant, and in return was rewarded with the position of general manager. Edwards' many friends will hear of his unfortunate break with regret.

#### NEW YORK NOTES.

There is an advertiser in New York City with a wad of posters. He, and his newspaper advertising agent, both want those posters placed through his newspaper advertising agent; and the various poster contractors have all had a chance at the business on those conditions.

Barnum and Bailey are gladdening the hearts of the bill posters and dampening the ardor of the commercial advertiser, who finds it difficult to secure any space.

Fleer's Guru Kola Gum, placed by Mr. Sanford Robinson, of Philadelphia, is among the new paper on the billboardsa 12 sheet, a 3 sheet and a 1-sheet are in evidence, and very good paper it is, too. states.

Harry Munson is now building all his new boards of galvanized iron. A city ordinance compels the use of metal on all elevated billboards, and Harry noticed that paper on these boards needed renewing very rarely, and therefore adopted the plan throughout the entire city.

The bill posters in attendance at the meeting here were entertained by O. J. Gude at the Commercial Club on the afternoon of March 6, and a most enjoyable affair it proved.

There is practically no room for any new things on the billboards (on account of the circus) and that is why these notes are abruptly cut short.

order goes through sam W. Hoke, who is dreaming of dreams the young men were also placing it through the southern seeing visions, and making the visions

THE BILLBOARD

It has struck me that the bill posting business is just now undergoing a grand transformation. While some of the old bill posters fondly cling to the memories of the past, the new generation are branching out in every direction, opening up new fields, routing out old defects, brightening up the service in every way, and in fact placing the business among those that are above criticism.

For a long time one bill poster routed out all opposition that showed its head here in New York City. But that time passed, and finally the "opposition" was stronger than the old concern. Still they fought; they cut prices, and they outbid each other for billboard space. At one

time one landlord was receiving \$5,400 per year for a prominent corner.

#### D. R. TALBERT.

Western states.

Mr. Talbert was born in Shelby County, Ind., Sept. 29th, 1854, and spent his early years in Preble County, Ohio, his parents having moved to Eaton when he was very small. After the death of his father and mother, both having died before he was 15 years old, he was placed death of his lather and motner, both naving died before he was 15 years old, he was placed on a farm by his guardian, and remained there until he was 18 years of age. At the latter age he concluded that farming was not his forte, so decided he would try city life. He went to Indianapolis with a relative, and remained in that city until he was of age. He then went t troit, Mich., and after a time drifted into

papers and other publications. He came to Chicago in 1881 and entered the employ of an eastern firm as traveling salesman, and followed that vocation for about three years. Later he went to New York City, entered the employ of a proprietary medicine house, and traveled through the south. In the spring of 1887 he entered the employ of the California Fig Syrup Co., and with the exception of a brief period, has been with them ever since. He has traveled over nearly all of the United States, made newspaper contracts, posted bills, and distributed advertising matter, but with all this practical experience, he says, he learns something every day about the business, and expects to learn more as long as he is in it. about the business, and expects to learn as long as he is in it.

Your Young Men Shall See Visions, and Your Old Men Shall Dream Dreams.

Joel, 2, 28; Acts, 2, 17.

BY SAM W. HOKE.

I heard a mighty good sermon from the above text, preached by a man who probably never heard of a bill posters' war.

A dream is a reflection of something that has passed, while a vision is the creation of the fancy.

This preacher came up out of the West to tell us effete Easterners that the young men were going ahead, that they had new ideas, new thoughts, new notions on al-

Everybody said it was suicidal; but it wasn't. The man with that \$5,400 location frequently got an entire New York appropriation - two or three hundred stands - because of being able to place one of the stands on that prominent corner. All of the bill posters made money, even at cut prices and high space rents.

But the young man who sees visions got the others together one day and suggested that railroad companies do competitive business and never think of boycoting a shipper because that shipper sometimes ships by another line. He wondered why it should be necessary that bill posting should be the only lawful business that could not be carried on in competi-

Saver Tonic is posting a 3-sheet and a most every subject that could be thought tion with others. He suggested that an 1-sheet in the annexed districts. The of; and that while the old men were agreement should be entered into for mutual protection; protection against each other as well as against the rapacities of the advertiser on the one side and the landlord on the other.

A rate was agreed upon, to be charged for all work. Higher prices could be secured but no lower should be taken. (And the rate has been maintained.)

An agreement was made that one man's space was his forever. When his lease expires and the landlord wants more money and threatens to go to the other men, Mr. First Tenant tells him to go to, or words to that effect.

An agreement was made to report to each other when one has made a bid on a piece of "space," and no one else thereafter needs that piece of space at any price.

The meeting of the executive committee of the Associated Bill Posters Association in New York brought a great many bill posters to New York, and showed them how three bill posting concerns can do enormous business in the same town, and all be friendly one to the other. On inquiry they found that 31/2c a sheet is not the maximum price obtained here! Competition not only produces good work but it makes the individual get out and hustle and preach bill posting; it makes him teach the advertiser that a special location is worth a special price.

I am not going to get up on my hind legs and say that competition is to be sought after. I only say that when it does exist there is only one way to make the best of it, and that is to do as the railroads do-form combinations for mutual protection.

I am, however, going to tell you what one advertiser remarked to me the other day, that touches upon this very point. I have been, off and on, for about two years talking to him about bill posting, and trying to get him interested. Finally, he asked me for lists of the various bill posters in a number of cities, and stated that he would have his traveling men look them up and see which were conducting their business on the soundest business lines, the intention being that he might later adopt the method.

I took him the list, and of course in most cities and towns there was only one bill poster named.

"Take this back," he said, "and fill it out fully; you may, if you wish, designate which you think the best bill poster in each town, but I would like my salesmen

When I told him that he had a complete list he could hardly believe it, and he said that he felt a little bit like he would be placing himself too much in the power of one man too much in the position a factory would be in, if there were only one railroad leading from its town. I don't know if advertisers generally think this way. This was my first experience of

If this feeling should become common, it certainly will become necessary for the associations, (or the Amalgamated Association, if they should amalgamate,) to take some action toward disciplining those bill posters that wilfully offend the advertiser, or treat him unfairly. And in severe cases this discipline should consist in the Association itself putting in a billposting plant in that town, so as to assure fair and courteous treatment to every

advertiser.
And I take the liberty right now of eeing a vision of this very thing being done, not five years hence.



The Capitol Drug Co., of Augusta, Me., will do some advertising in Maine, New Hampshire and Vermont.

Western distributors should write W. F. O'Connor & Co., No. 10 Wall street, New York.

The Cosmopolitan Electro-Medical and Surgical Institute of Cleveland, O., are extending their field. They aim to cover everything between the Rocky Mountains and the Atlantic.

Write the Lyon Celery Tonic Co. of Dunkirk. N. Y.

Distributors, as a rule, are not plutocrats in any sense. Advertisers should meet their bills promptly. Undue delays work great hardships to them.

Dr. Skoop, of Racine, Wis., sends out rubber bands with his booklets Distrib. utors are instructed to use them in attaching the printed matter to door knobs.

#### Purely Personal.

Robt. H. Johnson, of Warren, Pa., is thinking ning a service at that point.——J. A. cent cities. Pete Goodell, of Bowling Green O., writes us that when he happened on a copy of THE BILLBOARD recently it was just like inding five dollars.——Ira Licurance, o ville, Wash., is a printer by trade, but he finds Titus, of New Brunswick, N. J., is well spoken of.—Salem (Ill.) Adv. Agency want a February issue of The BillBoard. We are completely out. Can any one help them?——Hill is working like a beaver to have the convent held in Nashville next July. Steinbrenner wants the convention held in Cincinnati. It is said that Clough, Case and Vansyckle are also in favor of the Queen City. The officers of the I. A. of D. are jubilant over the fact that Edw.

A. Stahlbrodt will unite with the organization —A. C. Morrill, manager of the American Advertising and Distributing Co., of Salt Lake City, Utah, is thinking of establishing a bill posting plant in that city.- E. H. Heverin, f Louisville. Kv., is favorably impressed with the I. A. of D., and has joined the organization. -R. K. Brown, New Albany, Ind., will do the distributing at that point in the future. Alexander Bradley is the right man at Franklin. -Jacob G. McCall, of Saratoga Springs, N. Y., is a reliable young man, and would join the association but for the fact that he has no yet attained his majority. - - Southern A. and M. Co., of McMinnville, Tenn., seem to be active and progressive people.—G. Edward Harrison is secretary of the Monumental Advertising ssociation in Baltimore. J. S. Martin, o Indianola, Iowa, will soon put up billboards at that point. He has conducted a distributing service successfully for some time past.—Chas.

L. Morgenstern, of Pekin, Ill., advertises that ducts "the only honest, thoroughly reliable and guaranteed distributing service in Taze well County."—Edw. B. Bridger, of Atlanta, writes us that he cannot get along without THE BILLBOARD.——A. M. Dettlebach, of Santa Fe, wants a copy of the February issue of THE BILLBOARD in order to keep his file complete. We are out. Can any one accommodate him?

—Emmett Littleton, of Rockville, Ind., covers that city and all of Park County as well.-R. D. Granner is general distributor of the Oklahoma (Ind. Ter.) Advertising and Distrib--Dana M. Baer, of Luverne, Minn. has sold his boards to Frank Laugham, manager

of the opera house in that city. Mr. Baer will continue his distributing service.——Boston Distributing Agency, No. 5 Heath ave., Roxbury District, are splendidly recommended.—Jas. L. Hill, of Nashville, Tenn., is working hard to get the coming convention of the L A. of D. in Nashville. The Tennessee Centennial Exposition and the reduced railroad rates will help him in his efforts. They are powerful factors and should be carefully weighed before a decision is reached.——M. Kingsley, of Rutland, Vermont s a painter, paper hanger and bill poster and -W. S. Warne, Box 122, Winlock, Lewis County, Wash., has established a service at that point.—H. Bossemeyer is located at Superior, Neb.—J. H. and R. L. Penton, of Salem, Oregon, advise us that St. Jacob Oil booklets and Pink Pills matter at that point was entrusted to boys, with the usual result. Waste, such as they describe, is little short of criminal joys the monthly visits of THE BILLBOARD and

Binghamton, N. Y. March 3d, 1896. W. H. CASE, ESQ.,

pronounces it O. K.——R. B. Moffett, of Afton,
Iowa, is an experienced bill poster and distrib-

utor. He wants employment, preferably in some large city, where he can obtain steady work.

Fort Wayne, Ind. Dear Sir:—In response to your request for an article for publication in THE BILLBOARD, our advertiser will simply state: Our distribut and all other departments, are driven to their utmost capacity, and you will excuse brevity. We will take up the matter with all your members in due time, and at the present time we are in communication with many of them in regard to large contracts. This is evidence enough that we are highly pleased with their services. The only trouble is, your members are too few. If the association could be represented in every city, town and hamlet, with such members as we have the pleasure of an acquaintance, the acme of successful distribution would be achieved. Do not despair, your members will all hear from Dr. Kilmer & Co. Respectfully yours,

W. D. REDINGTON, Mgr. Dist. Dept.

List of names and addresses of recently admit-ed members of the International Association of

ted members of the American Distributors.

S. McMurray, 2005 2nd Ave., Birmingham, Ala. Pueblo Bill Posting & Adv. Co., Pueblo, Col. The McLauthlin Bill Posting & Dist. Co., 249 Bennett Ave., Cripple Creek, Col. R. B. Bridger, 608 Temple Court, Atlanta, Ga. Dillon's Cross Roads Bill Posting Co., Normal, Ill.

Dillon's Cross Roads Bill Posting Co., Normal, 111.
Jas. W. Dishon, 29 S. 5th St., Terre Haute, Ind.
Benj. Miles, 8 Evert St., Huntington, Ind.
Evansville Distributing Co., 317 1st St., Evans-

ville, Ind. Frank E. Gero, 425 State St., Hammond, Ind. Geo. N. Bowen, care Dohany Theater, Council

10. N. Bowa.
T. Heverin, 542 2d St., Louisville, Ky.
W. Murphy, Greenville, Md.
ynn & Cushing, 108 River St. Mattapan, Mass.
s. Reid, 617 Grand Ave., Kansas City, Mo.
E. Kendrick, 21 N. Broadway, Butte, N. H.
has. R. Gibson, Salamanca, N. Y.

nas. K. Gibson, Salamanca, N. Y.

o. Castner, 221 Montgomery St., Syracuse, N. Y.

o. A. Wallace, care Times office, Oswego N. Y.

s. H. Statts, 3 and 4 Hodge Opera House, cor.

Market and Main Sts., Lockport, N. Y.

n. Cooke & Co., cor. 2nd and Utica Sts., Fulon, N. Y. Haynes, 262 Mulberry St., Ironton, O. Douglass, care Grand Opera House, Mem-is, Tenn.

inis, Tenn. E. Root. 150 3rd St., Laramie, Wyo. as. M. Smith, 207 Colborne St., Brantford, Ont., Canada. laurice Weintraub, 212 Union St., Providence,

M. Kerr, 46 Clark St., Auburn, N. Y. Brown, 76 E. Main St., New Albany, Ind. 1 f. Williams, 346 Morrison St., Portland, Ore. licolai, Clinton, Ill.

A. Nicolai, Clinton, III.

Nicolai, Clinton, III.

B. T. Brunkhart, 34 E. Broad St., Warrensburg, Mo.

J. T. Hudson, 6 6th St., Pittsburg, Pa.

A. V. Huth, 313 Matamoras St., San Antonio, Tex.
Henry A. Verkins, 78 E. 2nd St., Winona, Minn.
The Curren Bill Posting & Dist. Co., 17th and
Larimer St., Denver, Col.

#### LEFEBVRE'S BUDGET.

You are aware that certain signs or trade marks always remind you of .certain brands of goods. For instance, H O. Whenever you see those two letters you are, without any effort of your mind, thinking of that kind of breakfast food, and when in need of same you remember H-O and buy it; and the two claspedhands will always conjure up Welcome Soap. This may be continued through the list. So we would advise all the members of the International to get and use on their stationery and cards, the cut issued by the Association for this purpose. Advertise the cut in every way, shape and manner by having it printed on all your stationery. As you recognize the advertisers' goods by certain signs, so will they in turn recognize the cut whenever seen on your letters as from a reliable party, whose work is guaranteed by an association which does guarantee a bon attendeur

#### Advertising That Pays. (?)

While visiting in other cities I became aware of the fact that a large concern that spends thousands of dollars annually for advertising was having about the neatest lithographed book I ever saw distributed. As I knew no such book had been distributed here, I wrote to headquarters soliciting the work. In due time they replied that they had an agent here for their goods (wet), and to see him about it. So I went to see this party, and I opened the conversation by asking him if he did not believe that distributing the books would pay him. He replied: "Vell, I don't know." I then asked him that if the firm for whom he was agent would put out one of their books in every household in this city, would he not profit thereby? "Vell, I guess. I wouldn't suffer anyway." I said: Why don't you get this firm to send you those books, and I

will distribute them for you. "Vill th. firm pay your bills?" "Why, no," said I. "If the goods are delivered to you. you will more than benefit from this advertising. You get the books free; all you pay for is the distributing."

"Vat kind of books do you mean?" he asked.

I tried to describe the kind of books this firm was distributing in other cities. He didn't seem to understand until sud denly, with a "zait-a-minute," went to a near-by closet, which, judging from accumulated dust, had not been opened for a long time. Taking the cover off a large box, he handed me one of the identical books. I barely got a glimpse, but I should judge there were 5,000 in that box. and about 200 cardboard stands, also lithographs, that must have cost from six to twelve cents each.

'Vell," says he, "the firms sends us so much advertising matter every year, and I don't think I could get more from them'

"Who does your distributing?"

"We have our own men to do it." [By that I judge that the men were those who work in their beer bottling establishment.]

"When did the firm send you this adv. matter?" (It was a useless question on my part, for the books advertised a coldrepelling and winter remedy.)

"Last fall," he replied.

"You must have sold lots of it," came from me.

"Why, no, we didn't! The druggists here sell it, too, and takes from our trade." Seeing it was useless to stay any longer, I remarked :

"You advertise well. Keep putting out the work in the same manner and trade will boom You'll get lots of new customers-a new clientele (sotto voce) the rats and spiders that invest the closet where you keep the adv. matter."

Good-bye.

This Cut Means Much! ADVERTISERS.... Whenever you see this cut on the letterhead of a dis-MERNATIONAL ASSOCIATION ' tributor he is all right. He is sober, honest, reliable and trustworthy. He is a member of the International

First-That he was a bona fide distributor. Second-That he understood the business of distributing. Third-That he was sober, reliable and trustworthy. Fourth-That he was competent and experienced. He had to prove it clearly, and he had to furnish the best of references, which were carefully and closely scrutinized.

ship therein he had to demonstrate conclusively:

THE INTERNATIONAL ASSOCIATION OF DISTRIBUTORS, in allowing him to use their emblem, says to you: He is all right. We will guarantee his service with a Cash Guarantee.

If you have the slightest doubt or misgiving, write and obtain a written guarantee, which insures you against all loss, direct or indirect. Address

W. H. STEINBRENNER.

Association of Distributors. In order to obtain member-

Suite 609, Lincoln Inn Court Building, Cincinnati, O.

#### The Combination is the Thing.

By SAM W. HOKE.

Bill posting is good, and distributing is good, but the combination of the two is what brings the biggest results to the advertiser. Take a city of 40,000 population for instance; post up 300 to 500 sheets of paper, and distribute about 8,000 sainiples, and in connection with the samples be sure to have good readable printed matter telling of the merits of your article. Have small packages, just enough to allow of a satisfactory knowledge of what the article really is. The printing that goes with it should be tasty and neat. If the article advertised is a food product, or anything that appeals to the family, see that the samples are handed into the houses, and preferably at the kitchen door. This kind of distributing costs more than merely throwing onto the front porch or into the yard, (which is actually done by many, to my certain knowledge). but the results are worth all the difference. Many people try sampling without post-

ing and are surprised at not getting better results. The reason the combination gives better results is that, first, the people see the poster, and are to a certain extent interested in the article from that reason. That day, or soon thereafter, they get a sample, which is another reminder that there is such an article in existence. They try it. If they like it, the impression is good; if there is good reading matter, (as there always should be) it is read with interest, because the party has got interested. Next day, like as not, he has forgotten all about the matter and would probably go right along and buy the old goods of the same kind-but on the way to the grocery, or to his place of business, or to his factory, or to her church, or to the matinee, he or she sees a poster advertising this article again and again, and he or she is again reminded of what an excellent thing it is. And byand-by this kind of thing is needed, and nothing else is thought of but the one that appealed to them in such a forcible way, and in so many forcible ways.

The main points in this article were embodied in a letter to me from an up-todate bill poster and distributor, and I don't know but that the heading should read "By P. M. Cooley." Mr. Cooley reports that he worked this plan in Binginton for Bensdorf's Cocoa, and caught the swell trade.

#### A. B. P. A. Convention.

The convention ot the Associated Bill Posters Association, held at the Marlborough Hotel, New York, March 5, 6, 7 and 8, was but poorly attended despite the low rates obtaining at the time on account of the inaugural ceremonies. There were some fifteen members present. Among others Edward A. Stahlbrodt, Sam'l Pratt, Geo. Castner, J. Ballard Carroll, R. C. Campbell, W. H. Walker, Frank Fitzgerald, The Messrs, McAllister, of Troy, N. Y., Burl & Geo. Chapman, Al. Bryan, Messrs. Rife & Houck, and the administrator of the Moxley estate, of Baltimore. The matter of amalgamation with the International, which many supposed was the object of the meeting, was pointedly ignored.

The bond scheme which was originated by Mr. Stahlbrodt several years ago, and which was first introduced successfully by the International Association, was practically adopted in a revised and improved form. Theoretically it is admirable. It s to be hoped that it will be found efficient in actual usage. No other business of importance transpired, save an attempt to adjust the differences existing between the rival members in Washington.

### Advertising a Science?—Not Yet.

Results a True Indication of this. Writers and Agencies Much to Blame.

"Advertising is a science to-day;" an expression which comes to us as wafted from the winds, so non traceable is its origin, and we have gotten so used to hearing it that the majority of us have become merely sounding boards and play inimitably the part of the echo. The current of thought has been running in this direction for some little time and we have unmoored our mental craft and have been floating placidly with the tide-heedless, unconcerned whither we drifted. We all know there is but one result of following such a course—he who does it is sure o go on the rocks sooner or later.

True, we have had a Bradley and a Rhead. (no ill will toward these gentlemen,) who are much responsible for this mental attitude; but as no reform or movement ever reached culmina tion in the efforts of a single individual, or of two individuals, for that matter, we are forced o admit, upon meditation, that it is just possible that we have been striking a false note all of this time and need to be retuned. Crazes i fashions sweep the country and we wonder if the cloth artists have not exhausted their grey matter in their attempts to keep up the panorama of changes; but, no, when we return to have our wardrobe replenished, we find the old suit is no longer the thing, and we pay handsomely for this information. A case in which 'where ignorance is bliss 'tis folly to be wise." However, we are of a knowledge-loving generation, and, when we haven't knowledge of o we are quite willing to buy it-happily for us though that some one is always able to sell. for. if he were not, it would soon beco many of us to revert to the style of dress advocated by those true dress reformers-Adam and Eve. We have gotten into the derogatory habit of following suit (sometimes it is a divided skirt) and we can scarcely do anything else even We believe, because the art of advertising has nade rapid strides, that we have in one bound gone to the top of the ladder. Perfection is not reached in anything by sudden spurts, and the animation of late years which has manifested itself in the advertising business, proves not that we have attained an ideal faultlessness, but what is truer, is a conclusive demonstration of the great possibilities of advancement along this line. We need to congratulate ourselves upon what we have been able to do and should let it

Science is it? I doubt whether the man who foots the advertising bills believes this so thoroughly as does the ad writer. If he does, at least one thing can be said with certainty, he is more reticent. Among many it is more their business to convey this impression than it is to make advertising a science. It might be added that it is ensier-i. e. apparently.-no advertiser really believes that advertising has been reduced to a science. Their returns are many, oh, so many times, an unwelcome evidence of the truth of this. Advertising will never be reduced to a science until the greatest possible returns can be had for the least possible outlay. There is not an mmense amount of advertising being done to-day, yet none will contend that the returns in every case are satisfactory. If advertising has really been reduced to an exact science, as many are prone to claim it has, then this could not be truthfully said of it. The returns in each case should be satisfactory to the advertiser and must be before advertising will be really the success which is claimed for it.

be to us an indication of what we are capable,

nstead of cause for reciting in parrot-like unison

There are many reasons why it is not that to-day.
Studying the advertisements of the current

numbers of the leading literary magazines I find few advertisements, extren ering the quantity, which are paying investments. In using the words"paying investments I do not mean to force the conviction that the advertiser will not receive a return upon his payment will not be as great as it ought to be. that it will not be in proportion to the money he Has anyone ever figured what per cent profit an advertiser should reasonably expect upon his

investment? The advertiser himself has but I

enture the assertion that it is not the inclin

tion of many ad writers and agencies to spend their time in computation of such an abstract subject. It is a pretty well formed idea in the head of the advertiser that his return should be any way from 500 to 1000 per cent upon his expenditure. That is to say, if he invests \$1000 in advertising an article he should receive any where from \$5000 to \$10,000 in orders. Such an expectation upon the part of the advertises would be absurd, no doubt many ad writers will contend. But is it? Let's see. Say the advertiser spends \$1000 and gets back \$5000 in orders on his goods, he will not average over 25 per cent profit. 25 per cent of \$5000 is \$1250 and tising to obtain this business, we see that he has made just \$250, all told. Now I do not believe that an ad writer or agency can honestly and sincerely say that this is too much, at any rate I am thoroughly convinced that they can find no individual among their patrons who will take their side of the question But how many advertisements turn out even this well? They are extremely few and wofully far between. statement is more true in regard to the experience of the small advertiser than it is of the big one. He has a harder row to hoe than the big fellow, for the reason he is hampered in many He has not the capital, and, owing to this condition, pays more, proportionately for his space. And, again, if he places his business in the hands of an ad writer or an agency he does not get the attention paid him that is accorded the larger fellow. I can see many an ad writer and agency throwing up their hands in horror at this statement. "Great Ceasar! Little Fishes!-! !" and all of the other expletives, usually employed to express disgust with this idea, are

of no avail against the truth. Upon whom would I place the blame for this state of affairs? I would say that it rests almost wholly upon the advertiser's shoulders, whether he manages his own advertising or has it superintended by an ad writer or agency. He should see to it that the man in whose hands he entrusts this matter attends to it profitably. He is paying for profitable services and should deman that he gets what he pays for. ns into consideration it Taking these condition

is all the more important to the advertiser that

his work be executed with the utmost care. It

matter how illy it may be arranged, but it is not always hard to see an inch, two inches, or even a quarter page. The greatest failing of the small advertiser is that he has too much to say, giving his advertisements the ungraceful appearance of being cramped. The art of good advertising attractive as to lead to perusal, and then so worded that it will convince. The attention of the reader must be attracted, unless it is, he can never be convinced of the merits of an article by advertising. One does not read an advertise ment first because it appertains to his wants but because the ad, itself is appealingly attractive. It should be the aim of every advertiser to get every reader of every period places his business card to read it unless he adopts this course how does he know but that some of the very ones who might be in need of his article will be those who will overlook his announcement. No one reads advertisements o discover something that he does not know he wants, but because of their intrinsic attractiveness to better inform himself in regard to the merits of those articles for which he feels already a need. There are some advertisers who are getting the attention of every reader of every medium in which they place their business notices, and they constitute the list of the successful. Let it be your motto to get the attention of everybody, whether he be a probable buyer or not, and you will have attained the quintessence

There is one practice among all kinds and classes of advertisers which is foolish and expensive. I speak of duplication—publishing currently the same advertisement in various mediums. takes a beautiful idea well executed to stand the test of repetition, especially when space for that on costs so much money. There have been phrases coined, and illustrations drawn, which were worth hundreds of thousands of dollars to the user of them, but in ninety-nine cases out of every hundred a change is more advisable say I take five magazines (and the major portion of the reading public subscribe to more than one) then I instead of seeing five different and equally as good arguments in favor of a certain article, have only seen one at best, taking it for granted that the advertiser repeats his matter. Can any sane man convince himself that the result of his expenditure has been greater than it would have been if I had seen five different advertisements of his article? The result to him is the same as if I had taken five magazines of the same kind instead of five different magazines. Of what value then is circulation? The larger portion of the circulation of the leading periodicals and newspapers is made up of the ame reading public, and for one to get full value for his money, he can only do it by avoiding this repetition and giving the reader, no matter where he may find his advertisement, a new argument or the old one re-dressed. In this way, f his arguments were made equally good, the advertiser would find all mediums suitable to introducing his article, equally valuable, provided he was paying a proportionate price for space in all of them. There could be no complaint about mediums, that is, of course, if the medium was devoted to the class of readers from whom he expected trade, unless the publisher duped him about his circulation.

While the advertiser is primarily to blame for this lamentable state of affairs, the ed writer and agency cannot escape altogether the responsibility they share in the matter, especially they who control the appropriations of any advertiser.
In this city there are many who manage the advertising branch of firms all over the country and who have at their disposal the thousands of dollars to spend in advertising as they see fit. Their success is reliant upon making a success of the various firms for whom they do this work, and, I believe, that they nearly all realize this fact, and, while in a majority of cases they succeed in making the expenditure profita-ble, they fail quite often in obtaining the greatest possible results from their appropriations. It is obvious why this is so. Most of them handle various and some of them all lines of advertising for various houses in those lines, so their atten tion and time cannot be given solely to any one man's business and consequently some one is bound to suffer, the brunt generally falling upon the small advertiser. Advertising, to be done properly, requires the attention of a specialist, and, for this very reason the advertiser engages the ad writer or agency to write and place all of his advertising for him, and in doing this he rightly expects that a specialist will be put upon his money the ability and time of a subordinate. Of course, most of the agencies are presided over by men who have attained a certain degree of ninence in the advertising line, but I contend that in majority of cases their time is so occupied with looking after the interests of their numerous patrons that all cannot get due attention. The sooner they come to an understanding of this situation the better will it be for all, advertiser, ad writer and agency.

CECIL BRADFORD WINSBOROUGH.

#### NOT ENOUGH KINDLING.

Once upon a time a good old housewife started to build some fires throughout her house. It was a big house, and she needed and wanted six fires. She was of an economical disposition, and the amount of kindling she had was just about enough to kindle three fires. There could be only one result, of course. In a few minutes her kindling was all gone, and she had no fire. Had she made up three fires at first, she could later on have kindled the other three from the coals from those made first.

This little fairy story might be made to apply to the man who starts out to cover the Union with the number of posters that one State really ought to be given.

## LECCERS EDICOR.

Under this heading the hublishers invite

<sup>P</sup>66<del>6666666666666666</del>

#### Winona. Minn., March 9th, 1897. Editor THE BILLBOARD.

Dear Sir :- THE BILLBOARD is a good thing, and should be kept on file by every bill poster. Business has commenced to pick up the past months advance. Have posted the past month ows: M. Jacobi, (city,) 6 twelve-sheet stands and so one-sheets: Rens dorf's Cocoa, (from A. J. Gude Co.) 20 eight sheet stands; Hauert & Flick, (city.) 10 eight-sheet stands for Manager Opera House, 1305 one slv e's; also distributed for C. I. Hood & Co., 4,300 circulars, and posted 150 one-sheets for Dr. Miles' Medical Co.; 4,000 books, Kickapoo Indian Med. icine Co.: 4.000 books, Gradle & Strotz, (Chicago,

Ill ); 1,800 tobacco samples; John VonRohr, (city)

HENRY WERNER.

Mansfield, Pa., Feb. 27, '97,

Editor THE BILLBOARD,

Dear Sir-We have intended to try and contribute something each month that would be of interest to bill posters through the medium of your valuable paper. We began business during the last days of December, and the weather has been very unfavorable to outside work. Still we are quite well pleased with our business thus far. Have built in this short time nearly 500 feet of new boards. 91/3 feet high, in addition to one one and three-sheet boards. Have completed nearly 1,900 feet of bulletin board painting; done dis tributing for the Peruna Drug Co., H. H. Roberts Dry Goods Store, R. W. & M., F. Rose (Cast Store), Pitts, Judge & Co. (Big Store), all three local. Are doing cloth sign tacking for D. T. Yates, advertising fertilizers. Tacking wooden signs for Reese & Farrer Bros , hardware (local). Tacking board fence signs and tacking cloth Fertilizer signs for G. L. Strait (local); tacking fence signs and posting one-sheets for D. C. Burnham (local); posting 6co half-sheets for Mansfield Wood Novelty Co. (local); posting 450 quarter-sheets for Pitts, Judge & Co. Big Store (local); have on our one-sheets paper advertising Geo. Kennan in his famous lecture "The Si berian Convict Mines," at Alumni Hall on March 1; made three house-to-house distributions for Normal Lecture Course Committee; posted onesheets advertising "Banm's" Stock Food for local dealer; have just secured for posting several stands from Ross Cigar Co., advertising "Supreme Court Cigars," also the famous 48-sheet (4x12) and 24-sheet stand of "Allcock's Porous Plaster," mentioned in February issue of Tru BILLBOARD. We have already learned that it helps your business immensely to work up the local trade. You would be surprised at the amount of work to be done if you go at it in the

right way.
Our company met with a serious loss on the 13th inst. in the death of Harry L. Husted, senior member of the firm, who had already evinced a strong liking for the business and was familiavith many of its details. Mr. Herbert M.Griggs has recently purchased an interest in the busi ess, but it will in no wise change the name. Very respectfully.

THE W. D. HUSTED ADV. Co.

Chicago, February 27th, 1897. Editor THE BILLBOARD.

I was just looking over your February issue to see how many names of bill posters in my territory I could find, who had their address in BILLBOARD, and I find very few. I sh it would be policy for those outside of the mem bers of the different associations, to keep their name and address in a good reliable publication like BILLBOARD, as advertisers very frequently wish to correspond with bill posters in the smaller towns. There are no doubt a great many reliable bill posters in the smaller towns who could get paper, if they would only keep where advertisers could find it, w of no better place than in BILLBOARD. ight be some of them could not handle listed ected stand work, but the could very

likely give a good showing on smaller work. We have four different sizes of paper, and would be pleased to hear from bill posters who could use any of them. It might be they could use of the one-sheets, and a few hundred of the

We are now shipping paper to all points, and expect to have a great deal of it up during March.

By the way, I would like to say a good word for the bill posters in Illinois We found th. mall with but two or three exceptions, of the very best, and I have got them all on the list for a good billing this spring. I don't say there are ot first-class bill po-ters in other states, but take them all in all, I think the Illinois boys gave us the best service on the average. I think that is because there are more mer International Association in this state than any other, and then we are indebted to Mr. Rune for the personal interest he took in our work. But we get good service from all the Interna tional members, and like to do business with them. The R. J. Gunning Co. are painting some large walls for us in Chicago. It is not necessary o say that the work is of the highest standard as the reputation of the Gunning Co, among general advertisers, is of the best. We are preparing to have walls in all the large cities ainted. By the way, Bob Gunning is a real nice gentleman; nothing stuck up about R. J.

Wishing BILLBOARD every success, I am,

Very truly yours D. R. TALBERT.

Indianapolis, Ind., Mar. 17th, 1897. Editor THE BILLBOARD

Dear Sir-On account of so much work on and, had almost forgotten my usual letter. Was much pleased with my ad in March issue and you may give me same space in April number iness is constantly on the increase with me and I am now working from eight to ten people regularly and may soon add another wagon. Am doing about all the distributing that is sent here, and have been for some time. Also getting a arge share of the commercial posting.

In my last report I made a mistake in the of packages for Indianapolis Brewing Co., and had but 15,000, instead of 20,000, as I it formed you. I do not desire to exaggerate matters, hence the explanation. I now have 9,000 Butterick's Patterns, 35,000 Funny World pamphlets and 500 posters Hood's Sarsaparilla, 30,000 Dr. Greene's Nervura magazines, 30,000 pamphlets and 89 druggist's packages Dr. Miles, 500 window cards and 200 Oilcloth Ranners Rattle Av Plug, 1,000 one-sheet posters and several hundred waterproof cards Coaline Soap, and much more coming. Posters on the Empire boards now are Hood's Sarsaparilla, Coaline Soap, Boston Hats, Gillies' Coffee and an elegant bicycle tire stand Pleased to see Mr Jones so well remembered in last issue. He deserves every word of it as he is a fine fellow. I am, yours truly,

GEO. W. VANSYCKLE

Willimantic, Conn., March 15, 1897, Editor THE BILLBOARD.

After having a rather quiet theatrical season which is now fast coming to a close, one welcomes the advent of Spring and the blue bird's billboard on a good warm day and the smell of the saw-dust ring. Speaking of the saw-dust ring I see that we are to have some of the big shows down east this season. The agents of th Buffalo Bill and Forepaugh-Sells shows have already been in this vicinity, making contracts and telling the lot owners and license committee what small shows they have, and the newspaper people and bill posters what large sho ve. The prospects for New England the coming season look very bright. For instance, in this city, every large mill and shop is running full time, and we have one of the largest mills in the world. This they have not done for about three

years past. Since the first day of March I have had the following work come in : G. O. Taylor Whiskey 300 one-sheets, 1,000 snipes, 4,000 circulars: Wil cox Hat, 15 eight sheets; Johann Hoff Malt, 15 eight-sheets; Puritana Medical Co., 10 twelve sheets: Dr. Mi e; Medical Co., 2000 cir I Hood & Co., 2,000 circulars; The P. N Corset Co., 100 one-sheets. Local, C. E. Little, shoo dealer, 150 one-sheets; W. B Carr & Co., clothiers 100 one-sheets; Mrs. Cora Edgarton, millinery, 100 one-sheets; Mrs. E. T. Grimes, millinery,

The above looks as though somebody had

placed a little confidence in the McKinley administration, and I think, boys, that everything is coming right our way, providing we give them

I have just erected a 250-ft. billboard opposite our large No. 1 Thread Mill on Main street. Can't think of anything more to say, only remember that Willimantic will be on the map hereafter. J. H. GRAY.

Rhinelander, Wis., March 16th, 1897.

Editor THE BILLBOARD.

At a meeting of the Secretaries of the several Agricultural Societies of Northern Counties of usin and Minnesota, held at Rhinelander, on the above date, for the purpose of forming a circuit, claiming dates and advertising same the following members were present: Wright, Wausau; John McGreer, Antigo; F. E. Parker, Rhinelander; J. J. McGeehan, Ashland, and C. H. DeBell, Duluth. Absent: C. E. Houk, Ironwood; Fred. M. Williams, Superior. The year: J. J. McGeehan, President; F. E. Parker

The following resolutions were adopted: Resolved, That the name of the circuit be the North Wisconsin-Minnesota Circuit.

Resolved. That the following dates be claimed. Wausau, Aug. 30,-31 and Sept. 1; Antigo, Sept. 2,-3,-4; Rhinelander, Sept. 6,-7,-8: Iro Sept. 9,-10,-11; Ashland, Sept. 14,-15,-16,-17; Duluth, 22,-23,-24,-25; Superior, Sept 28,-29,-30.

Resolved, That the following purses for speed e offered : Wausau, \$1,000.00; Antigo, \$1,000.00; Rhinelander, \$1,200 00; Ironwood, \$1,000,00; Ashland, \$1,500.00; Duluth, \$1,500.00; Superior,

Resolved. That each Association offer an addiional purse of \$100.00 for running race

olved. That the secretary for the ensuing year be instructed to advertise this circuit in the Minnesota Horseman," of Minneapolis, Minn., and the "Horse Review," of Chicago, Ill., at a cost not to exceed \$15.00 for each Association.

Resolved, That all races shall be mixed races with classes apportioned as follows: 3 minute pace and 2:45 trotters eligible; 2:50 minute pace and 2:40 trotters eligible; 2:35 minute pace and ters eligible; 2:28 minute pace and 2:25 trotters eligible; 2:20 minute pace and 2:18 trotters eligible: Free-for-all trot and pace.

Resolved, That all entries close at 11 o'clock. p. m. the first day of the meeting.

Resolved, That the following conditions be

Entry Fees: Five per cent of purse to enter, and an additional five per cent from winners. At least five to enter, and three to start in each race.

All races to be mile heats; best three in five, to harness.

Horses to be called at one o'clock, p m. each Purses to be divided into fifty, twenty-five,

fifteen and ten per cent prizes. A horse distancing the field, or any part there-

of, will be entitled to first money only.

The Executive Board of this Society reserves the right to change the programme at its direction, and, if, owing to unfavorable weather. it will be unable to start one or more races before three o'clock p. m. on the third day of the fair,

it reserves the right to declare such races off The rules and regulations of the American Trotting Association, of which this Society is a member, will govern all speed trials or races on the track of this Society, except as noted above.

Records made after August 30th, 1897, no bar. Resolved, That the annual meeting of this Society be held at Ashland, on the call of the

Motion to adjourn on call of Secretary. J. J. McGeehan, President, F. E. Parker, Secretary.

G. W. VANSYCKLE, Mgr.

M. M. GILLAM.

M. M. Gillam, creator of the Wannamaker style of advertising, and for several years advertising manager of Hilton, Hughes & Co., of New York, who has probably handled larger appropriations for retail advertising and more of them than any man living, said recently in Brains:

A New York "Reader of Brains" asks my opinion of posters and railway advertising. In their way, both are good. I have known great results from a free use of billboards and car spaces. I think that vastly more money, proportionately, is absolutely lost, month by month. through bad or ill-advised newspaper and magadvertising than by foolish poster or car card work. Billboards and cars are something It is comparatively easy to know just what circulation you get by either. It is possible to estimate very fairly what the probable number of readers is. No one can do more than guess what publicity he gets in the great mass of publications - and he is almost sure to guess wrong, to guess too much. If the paper magazine really had the circulation you think, it would, nine times in ten, be only too glad to demonstrate the fact.

In poster work, as in any other advertising, the great thing is to be creditably conspica Many of the posters nowadays are works of art From a position below the thought of most advertisers they have improved to a point where they share in the appropriation of most of the successful business ventures of the day.

A fair, unbiased statement of fact that was evidently not well received by Brains' constituency, which is largely made up of newspaper maniacs, for in the next issue he has the following: A New York correspondent takes me to task

ting posters and car signs on a plane with what he calls "legitimate advertising." Bu why are newspapers and magazines one whit more "legitimate" than billboards? Since such men as Van Beuren, Pratt, Munson, Hoke,Clark, den, Stahlbrodt and Gude have taken hold of the business hereabout, billboard advertising has become in effect like a phase of newspape or magazine advertising. The spaces are as carefully filled and as closely watched as they are in most publications. Those privileges have become very valuable. Managing them has grown to be a large and distinct business.

The very essence of advertising is to give publicity to an announcement. "The crier on his rounds" does it, so does the sandwich man, so does the billboard or car space. The newspaper and magazine do it. I do not see that one is

Mr. Gillam possesses the courage of his convictions. Retailers can ponder over his words with profit. Artemas Ward, who made Sapolio, voiced precisely the same sentiments over three years ago. It was due to the reading of Ward's opinion more than any other one thing that THE BILLBOARD was launched.

l WRITE and design advertisements suitable for

### For One Dollar

I will write you three ads—if they are not satisfactory, you get your money back.

WM. E. BLANEY, Station T., Boston, flass,

**Vansyckle Advertising Co.** DISTRIBUTING, SAMPLING. SIGN TACKING. ETC.

South Illinois Street.

Opposite Grand Hotel

INDIANAPOLIS, IND.

If there is a bench show connected with your fair, Mr. Manager, you will find Rod, Gun and Kennel a bright bi-weekly paper, both interesting and valuable. It is published at 514 Third street, Louisville, Ky. Send 5 cents for a sample copy.

This is the second season of the big Northwestern Indiana Fair Circuit, which embraces Plymouth, Crown Point, Valparaiso, Laporte, South Bend and Bourbon, in the order named. A. A. Bibler, of Crown Point, Ind., is secretary of this

D. MacMillan (Roman Racing Hippodrome) may be addressed until further notice at Maxville, Ont.

The Carthage Fair Grounds at Cincin nati were badly damaged by the flood.

The exposition bill appropriating \$100,ooo to the trans-Mississippi exposition was passed in the House by a vote of 70

Mrs. Sabina Bisshopp, of Beloit, Wis., whose husband made the first importation of Shetland ponies into this country in 1873, will sell at public auction, May 12, at 1 p. m., at Beloit, Wis., some thirty-five head of Shetland ponies, mares, stallions and geldings. These ponies are very fine and some of them highly colored.

The members of the Western Wisconsin Fair Circuit met at the Ida House in Sparta March 10. Those present were: President Plummer, of Mauston; Secretary Baldwin, of Mauston; Secretary Alexander, of Viroqua; Secretary McCaul, of Tomah; President Dunn, of Sparta; Secretary Reeve, of Sparta; Secretary Nye, of West Salem; President Johnson, of West Salem, and a number of local horsemen and others interested in fair matters.

Officers for the circuit were elected for 1897 as follows: President, A. C. Plummer; secretary, F. H. A. Nye, of West Salem

Dates of fairs for the circuit were fixed as follows:

Sparta, August 24, 25, 26 and 27; Mauston, August 31, September 1 and 2; Tomah, September 7, 8 and 9; Viroqua, September 14, 15, 16 and 17; West Salem, September 21, 22 and 23.

It was decided to have mixed races, five seconds in favor of trotters. Classes as follows: Three min. class, 2:40 class, 2:30 class and free-for-all. Race entries to close on the Monday before each meeting at 12 m

Bar record made before entry closes. Good, liberal purses will be offered by each association in each class.

In addition to the above classes each society will give several local trotting and running races, with very liberal purses.

One of the best attractions looking for dates this season is that put up by Harry E. Bisshopp, of Beloit, Wis., in the way of pony chariot races. These ponies none of them stand over 44 inches tall: they are highly colored and run for all there is in it hitched to chariots four abreast At Innesville, two seasons ago, they made 'a quarter in 29. The outfit consists of three chariots, four ponies hitched to a chariot.

Fair managers ought to put a little less money up in premiums and a little more up for special attractions. There is a large proportion of those who attend a fair who take no premiums and who care for nothing on exhibition. They want to see something exciting, and the fair association which fails to provide a good line of special features to please all the people is making a grave mistake that will tell on the gate receipts.

People want to be entertained; they want some excitement. Let them have it good and plenty. They pay for it; they are entitled to it. And if it is there every one will come, from the minister who preaches against it to the red hot sport who enjoys it.

The fairs in Wisconsin have adopted a good scheme. It is to have the premium lists of all the fairs published the same size. The size agreed upon for a premium list by the fairs held in Wisconsin is, the book when bound and trimmed shall be 814 inches long by 516 inches wide.

Uhrichsville and Dennison, (Ohio), have organized a Driving Park Association, and will offer purses amounting to \$1,200 at races to be held June 15, 16 and 17.

#### Purely Personal. W. R. Skeels, secretary of the Jefferson County

Agricultural Society, advises us that the meeting that society in Watertown, N. Y., Sept 7 to 10, will be the twenty-ninth annual fair given under the auspices of that association.——Gertrude Williams is secretary of the Bristol County Agricultural Society, of Taunton, Mass. - Walter with the fair this year. This year's fair at Orwigsburg, Pa., will be the 46th annual meeting of the society. The officers were elected January 4th, last. -- The best exchange postal that has retary of Waukon (Iowa) Fair. - I. M. Moore. will advertise the Belle Plain (Iowa) Fair this year. - R. F. Smith, secretary of the Ellenale Pair at Curdsville, writes us that the meeting this year will take place the first week August, and that it will be the leading fair of the Blue Grass State. The attention of advertisers is invited to the advantages of space in their

premium list. — A. W. Haynes, treasurer of the Rochester (N. H.) Fair, is manager of the fair as well. This season will see the nine teenth annual fair of the White County Agricultural Board, at Carmi, Ind.

#### POPULATION AS A BASIS.

The man who starts out to apportion his billposting according to the population of the various cities, is going to waste a lot of good paper in some towns and have a woefully inadequate display in some others.

New York City, with a population of about two millions, has only 1,041 miles of streets.

Chicago, with a smaller population, has 3.540 miles of streets

Philadelphia, with a million and a quarter population, has 2,317 miles of streets. The population of Boston and St. Louis are about equal, but Boston has 769 miles of streets, while St. Louis has 1,234.

These figures have a good deal to do with your billposting appropriation. ≰ W. H.

#### Delayed Correspondence.

La Porte, Ind., March, 25th, 1897 Editor THE BILLBOARD.

Dear Sir:—The U. S. Distributing Association

Chicago, has been declared fraudulent, and Uncle am has forbidden them the mails. F. A. Cahow, has bought all boards in Kewanee, Ill. Bailey, Michigan City, Ind., has given the Cali fornia Fig Syrup Co., a good showing on his billboards. Every stand being blanked with

yellow one-half-sheet strips. The bill presented n' the Indiana Legislature, to pass a law, that each city in the state having a pop 5000 inhabitants, should appoint a city bill poster on salary, appointment to be made my mayor and has been defeated. The International Bill Posters' Association was in constant comunication with different senators, and was nstrumental in bringing around its defeat. W. C. Miller, bill poster Laporte Ind. is on the sick list, and Mr. Miller has not been able to get his paper up this week. Syrup of Figs paper has n shipped to all principal towns in If there is any of the boys who have not got any paper, they should write E. R. Talbert, 118 Ran dolph St., Chicago. Their inspector is now in that state, and will soon leave for Illinois.

Yours truly, BILLBOARD'S TRAVELER.



W. P. BAXTER, Richmond, Ky.

## BILL POSTERS Please note that several instances have recently been brought to our atten-

tion, wherein the bill posters acting as our agents, have divided or shared their commissions with patrons. Others have given the entire amount to their customers. This is a senseless proceeding. There is no reason for it. Our prices are low, and we insist upon their being maintained. If we hear of any more rate cutting, we shall cut off future commissions from the party implicated.

CANADIAN BILL POSTERS, NOTICE. Owing to the delay and annovance in the matter of Canadian Customs, we have decided not to ship C.O.D. into the Dominion in the future. Hereafter, all orders must be accompanied either by satisfactory references or cash.

BRITISH BILL POSTERS. Mr. J. J. Bennell, 61 Chancery Lane, London, W. C. has taken on the sole agency for our posters, commercial and theatrical, in the United Kingdom. He carries a complete stock of all styles, and orders addressed to him will be filled far more promptly

The Donaldson Litho Co., Cincinnati, O.



This list is revised and corrected monthly. Secretaries are urgently requested to send in their dates at the earliest possible moment after they are claimed, and to notify us promptly as to any change. Rosters and dates are published absolutely Free of Charge.

Copyrighted 1897. All rights reserved.

#### CANADA.

Goderich Ont Great Northwestern Exhibition
Sept 21 to 23 Jas Mitchell sec
Collinwood Ont Great Northern Exhibition
Sept 21 to 24 J W Archer sec
Bowmanville Ont West Durham and Darlington Union Agr Societies Sept 16 to 17 R Windatt

sec
Markham Ont E R of York and Markham Agr
Societies Oct 6 to 8 W H Hall sec
Ottawa Ont Central Canada Exhibition Assn
Sept 17 to 25 E McMahon sec
Sherbrooke Que Great Eastern Exhibition
Aug 20 to Sept 4 H R Fraser sec
Three Rivers Que St Lagrence Valley Exhibition Sept 2 to 11 J A Frigon sec

#### CONNECTICUT.

Wallingford Wallingford Agl Society Sept 8 to 9 Geo I Jones sec Danbury Danbury Fair Oct 4 to 9 S H Rundle pres G M Rundle sec J W Bacon treas

#### ILLINOIS.

Griggsville Illinois Valley Fair Assn Aug 3 to 6 J F Hatch secy
La Harpe La Harpe District Fair Assn Aug 23 to 27 Geo F Otto pres Judd Hartzell sec
Mt Carroll Carroll county Fair Aug 31 to Sept
3 G F Bucher pres Geo C Kenyon sec
Carmi White county Agl Fair Sept 7 to 11 R L
Organ sec Organ see
Aledo Mercer county Agl Society Sept 21 to 24
John Brady pres W H Graham sec
Springfield Illinois State Fair Sept 27 to Oct 2
W C Garrard see

#### INDIANA.

Middletown Aug 3-7
Hagerstown Aug 9-14
Newcastle Aug 16-21
Swayzee Swayzee Tri-County Agl Society Aug
17 to 20 G W McManaman pres E C King sec

17 to 20 G W McManaman pres E C King sec Muncie Aug 23-28
Rockport Spencer county-Fair Assn Aug 24 to 28 B F Bridges pres C M Partridge sec Franklin Johnson county Agricultural Horticultural and Park Assn Aug 24 to 28 S W Duncan pres W S Young sec Elwood Aug 30 to Sept 3
Terre Haute 32d annual Aug 30 to Sept 3 W T Plymouth Marshall county Fair Aug 31 to Sept 3 S N Stevens sec Beauchamp pres, W D Duncan sec Rokomo Sept 6-10
Crown Point Lake county Fair Sept 7 to 10 A A Bibler sec Greenfield Sept 12-18

Crown Point Lage county Fair Sept 1 to 10

A A Bibler sec

Greenfield Sept 13-18

Valparaiso Porter county Fair Sept 14 to 17

E S Beach sec W C Letherman Speedring
Shelbyville Shelby co Fair E E Stroup sec

Flora Carroll county Fair Assn Sept 20 to 25

W E Callane sec

Laporte Laporte county Fair Sept 21 to 24

J Vene Dorland sec

South Bend St Joseph county Fair Sept 27 to
Oct 1 A W Byers sec

Rochester Fulton co fair Assn Sep 29 to Oct 2

Ed Mercer sec Ed Mercer see ourbon Bourbon Fair Oct 5 to 8 J W Eidson sec Vorthwestern Indiana Fair Circuit WA Banks Laporte pres AA Bibler Crown Point sec

#### IOWA.

Belle Plain Big Four Fair Assn Aug 3 to Sep 2
W J Guinn pres J C Milner sec J M Moore
advertising agent
Atlantic Cass county Fair Aug 30 to Sept 2
Central City Wapsie Valley Fair Aug 31 to Sep
3 I P Bowdish pres Fred McLeod treas E M

Central City Wapsie Valley Fair Aug 3; to Sep 3; I P Bowdish pres Fred McLeod treas E M Sawyer sec
S W W Straight sec
West Liberty West Liberty Fair Sept 6 to 9
Albert Whiteacre pres W H Shipman sec
Des Moines Ia Iowa State Agt Society Sep 9 to
18 W W Field pres Odebolt P L Fowler sec
Seymour Seymour District Agl Society Sept 13
to 17 J T Lowry pres R E Lowry sec
Donnellson Lee county Fair Sept 14 to 17 E P
Armknecht sec
Wankon Allamakee co Agl Society Sep 14 to 17
CM Beeman pres J E Baxfer vice pres J E
Duffy treas Wm S Hart sec
Wilton Junction The Wilton Fair Sept 21 to 23
J M Rider sec
Rhodes Rden District Agl Society Fair Sept 21
to 23 W A Nichols pres Thomas Watts sec
Newton S G Russell sec
National F M Adams sec
Animosa Aug 18 to 20 E R Moore sec
Wapello Louisa co Agr Socy N W McKay sec
Afton Union county Fair Sept 28 to Oct 1 O E
Davis sec

#### KENTUCKY.

Eilendale Eilendale Fair Aug 2 to 7 W T Rapier pres Curdsville R T Smith sec Sorgho Alexandria Campbell county Agr Society Aug 24 to 28 F M White pres J J Wright sec

#### MICHIGAN.

Hillsdale Annual Hillsdale Fair Sep 26 to Oct r C W Terwilliger sec

MINNESOTA. Hamline State Agr Socy Sep 6 to 11 Hutchinson McLeod county Agr Society Sept 15 to 17 H.C. Lyon pres J.F. Slover sec

#### MARYLAND.

Rockville Montgomery co Fair Aug 31 to Sep John E Muncaster secy Norbeck Frederick City The Frederick Fair Oct 19 to 22 Harry C Keefer sec MASSACHUSETTS.

Taunton Bristol co fair Sept 21 to 23 Gertrude Williams sec Sturbridge E V Corey sec MAINE.

### Hartland East Somerset Agl Society Sept 7 to 9 P W Thompson pres S H Goodwin sec

MISSOURI. Cape Girardean Southeastern District Agr Socy Oct 12 to 16 E H Engelmann sec

#### NEBRASKA.

Fairbury Jefferson county Agl Society Sept 7
to 10 Jasper Helvey pres W W Watson sec
Omaha Nebraska State Fair Sept 17 to 24
Milton Doolittle pres North Platte Robt W
Furnas sec Brownville
Auburn Nemaha county Agl Fair and Driving
Assn Sept 28 to Oct 1 Wm Watson Jr pres
Chas F Neal sec

#### NEW HAMPSH RE.

Rochester Rochester Fair Assn Sept 21 to 24 Hon I W Springfield pres A S Parshley sec

#### NEW YORK. New York State Fair Aug 23 to 28

Syracuse New York State Fair Aug 23 to 28
Jas B Docharty sec
Syracuse State Agr Socy Aug 23 to 28 Benj F
Tracy pres W Judson Smith treas and genl
ingr Theodore H Coleman sec
Delhi Delaware county Agl Society Aug 31 to
Sept 2 R P McIntosh sec
Cambridge Cambridge Fair Aug 31 to Sept 3
John L Pratt Jr sec
Watertown Jefferson co Agr Socy Sept 7 to 10
W R Skeels sec
Rochester Western New York Agr Society
Sept 13 to 17 J H Sherman pres E S Burr sec
Westport Essex county Agr Society Sept 14 to
16 W A Tucker pres C E Stevens sec

#### OHIO.

Mt Sterling O Mt Sterling Fair Co W R Richards pres, T J Burgett sec Celina Aug 17 to 20 C W Halfhill sec Greenville Aug 23 to 27 Toledo Tri-State Fair Aug 24 to 27 T B Tucker

sec olumbus Ohio State Fair Aug 30 to Sept 3

Columbus Ohio State Fair Aug 30 to Sept 3
W W Miller sec
New Bremen Aug 31 to Sept 3
Napoleon O Napoleon Fair Co Aug 31 to Sep 3
H C Groschner pres J L Halter sec
Salem Salem Fair and Expo Co Sep 7 to 9
Youngstown Youngstown Fair assn Sep 7 to 10
Van Wert Sept 7 to 10
New Lexington Perry county Fair Sept 14 to
17 Chas C Chappelear sec
Lima Allen county Agr Society Sept 14 to 17
H E Adgate pres T B Bowersock sec
Lebanon Warren county Fair Sept 14 to 17
Geo W Carey sec
Wapakoneta Sept 21 to 24
Akron Summit county Fair Oct 5 to 8 Albert
Hale sec

Hale sec
Ottawa Putnam county Fair Oct 5 to 9 A L
Paul pres A P Sandles sec
Coshocton Coshocton co Agr Socy Oct 12 to 15
E M Hanlon pres Corwin McCoy treas Robt

#### PENNSYLVANIA.

PENNSYLVANIA.

Hookstown Mill Creek Valley Agr Society Aug 24 to 26 H W Nelson pres R M Swaney sec Kittanning Kittanning Fair Assn Aug 24 to 27 G R Brown pres Thos McConnell Sec Orwigsburg Orwigsburg Agricultural and Horticultural Society Aug 31 to Sept 3 John T Shocener pres Hiester Salbright treas Andrew C Risenhuth sec Lititz Warwick Driving Park Assn Sep 1 to 5 Reading Pa Berks Co Agri'l So Sept 7-10 James McGowan pres, Cyrus T Fox sec Greenville Greenville Agr Society Sep 14 to 16 Till Reiss sec Allentown Lehigh co Agr Socy Sep 20 to 24 Jeremiah Roth pres A W DeLong treas W K Mohr sec Newport Perry county Agr Society Sep 21 to 24 F A Fry sec Cambridge Springs Cambridge Fair Sept 21 to

FAFry sec
Cambridge Springs Cambridge Fair Sept 21 to 24
Clark D Eckels pres H W Canfield treas
Albert S Faber sec
Dayton Dayton Agr and Mechanical Assn Sep
26 to Oct 1 W C Marshall sec
Burgettstown Union Agr Society Oct 5 to 6
South Burgettstown Union Agr Assn Oct 5 to 7
Hugh Lee pres Wm Melvin secy
Waynesburg Fair Assn J T Rogers pres T S
Crags sec

St Joseph Mo June 22 to 25
Newburg O June 22 to 24
Aylmer Ont June 22 to 24
Sheepshead Bay L I Coney Island Jockey Club
Summer meeting June 22 to July 10
Autumn
meeting Aug 24 to Sept 11
Anaconda Mont June 26 to July 2
St Thomas Ont June 29 to July 1
Fort Rrie Cauada Fort Rrie Jockey Club June
20 to July 3 and 5 WISCONSIN.

Waukesha Waukesha county Agr Soc Aug 24 to 27
Frank Wantand sec
Arcadia Arcadia Agr & D P Assn Aug 24 to 27
F C Richmond sec
Sparta Monroe county Agr Soc Aug 24 to 27
Reeve sec
Fennimore Fennimore Fair & D P Assn Aug
Fennimore Fennimore Fair & D P Assn Aug
Tohn Rogers sec race meeting July 5-6

St Thomas Ont June 29 to July 2 2d meeting Aug 10 to 13 W L Slagel sec
Detroit Mich Highland Park June 30 to July 3
Warren O Oak Grove D C June 30 to July 3
Battle Creek Mich June 30 to July 3
Omaha Neb June 30 to July 3

Assang I June 2 to 4

Littiz Pa June 7

Colorado Springs Col June 3 to 10

New York June 8 to 11

Stratford Ont June 8 to 10

Portland Me Rigby June 8 to 11

Denver Col June 12 to 19

Urichsville O June 15 to 17

Rockport O June 15 to 17

Medford Mass June 15 to 18

Fort Huron Mich June 15 to 18

Lincoln Neb June 16 to 18

St Joseph Mo June 22 to 25

Newburg O June 22 to 24

23 to 28 Kansas City Mo Third Annual Horse Show Sep 7 to 13 Fairmount Park A E Ashbrook sec 6 to Wyandotte st

Expositions.

Races.

Little Rock Ark March 29 to April 8
Newport Ky April 1 to May 26
Memphis Tenn April 10 to May 1
Aqueduct L1 Queens County Jockey Club Spring
meeting April 28 to May 7 Summer meeting
July 25 to 31 Fall meeting Oct 4 to 13
St Louis Mo May 1

July 26 to 31 Fall meeting Oct 4 to 13
St Louis Mo May 1
Ideal Park Wis Ideal Park Racing Assn Be-

Wausau Harathon county Agr Soc Aug 30 to Sept 1 L K Wright sec
Appleton Fox River Fair and Driving Assn Aug 30 to Sep 3 M F Barteau
Hauston Juneau county Agr Soc Aug 31 to Sep 2 I C Baldwin sec
Chippewa Falls Chippewa county fair Aug 31 to Sep 3
Chippewa Falls Chippewa county Agr Society Aug 31 to Sep 1 Jesse R sharp sec
Boscopel Boscobel Agr and D Assn Sept 1 to 3 F C Muffley sec
Monroe Green county Agr Soc Sept 1 to 4 Frank Smock sec
Antigo Langlade county Agr Soc Sept 2 to 4 John McGreer sec
Rhinelander Oneida county Agr Soc Sept 6 to 8 F E Parker sec
Tomah Eastern Monroe county Agr Soc Sept 7 to 9 Joseph E Cartright sec
Fond du Lac Kite Park Fair Assn Sept 7 to 1 H D Harkle sec
Phillips Price county Agr Soc Sept 1 to 7 R F Spencer sec
Cumberland C umberland Agr & D P Assn Sept 1 to 1 Aug 23 Butte Mont July 27 to Aug 28

Sumner To July 2 to 3
Lititz Pa July 5 to 7
Rik Point S D July 2 to 1
Eric Pa July 5 to 9
Portland Me Rigby July 6 to 9
Portland M Phillips Price county Agr Soc Sept 14 to 17
Ashland Ashland county Agr Soc Sept 14 to 17 R F Spencer sec
Cumberland Cumberland Agr & D P Assn Sep
14 to 17 H S Cumstock sec
Viroqua Vernon county Agr Soc Sept 14 to 17
F W Alexander sec
Portage Columbia county agr society Sep 14 to
17 Kennedy Scott sec Rio
Hudson St Croix county Agr Soc Sept 15 to 17
Frank Magnite sec inty Agr Soc Sept 15 to 17

Ottawa III July 27 to 30 L W Hess sec Saratoga Springs N Y Saratoga assn July 28 to Aug 21 Butte Mont July 27 to Aug 28 Tilsonburg Ont Aug 3 to 5 Griggsville III Aug 3 to 6 Henry III Aug 3 to 6 C A Camp sec Middletown 1nd Aug 3 to 7 Youngstown O Aug 4 to 6 Portland Me Rigby Aug 6 to 9 Hagerstown Ind Aug 9 to 14 Brighton Beach L I Brighton Beach assn First meeting July 6 to 24 Second meeting Aug 9 to 23 Welland Ont Aug 10 to 11 Warren O Oak Grove D C Aug 10 to 13 Webster City Io Aug 10 to 13 Erie Pa Aug 12 to 15 Ottumwa Io Aug 16 to 20 Canton O Aug 17 to 19 Port Huron Mich Aug 17 to 20 Rich Hill Mo Aug 17 to 20 Macomb III Aug 17 to 20 Syracuse N Y State Fair Aug 23 to 27 Hudson St Croix county Agr Soc Sept 15 to 1/ Frank Maguire sec Lancaster 42d Annual Fair Grant co agl Socy Sep 15 to 17 D Abrams pres T A Burr sec Menominee Dunn county fair Sep 20 to 24 G Callaway sec Menominee Dunn county fair Sep 20 to 24 G Gallaway sec Milwaukee Wisconsin State Fair Sep 20 to 25 T J Fleming sec Madison Seneca Crawford county Agr Soc Sept 21 to 23 Fergus Mills sec
West Salem La Crosse county Agr Soc Sept 21
to 23 FH A Nye sec
Richland Center Richland county Agr Soc Sep Medford Mass Aug 17 to 20
Syracuse N Y State Fair Aug 23 to 27
Newcastle Ind Aug 23 to 28
Orangeville Ont Aug 24 to 25
Arcadia Wis Aug 24 to 27
Columbus Junction 10 Aug 24 to 27

Richland Center Richland county Agr Soc Sep
21 to 24 J G Bunell sec
West Bend Washington county Agr Soc Sep
27 to 29 Joseph Ott sec
West Superior Douglas county Agr Soc Sep 28
to 30 Fred M Williams sec
Elkhorn Walworth county Agr Soc Sept 28 to
Oct 1 Geo I, Harrington sec
Beaver Dam Dodge county fair Sep 28 to Oct 1
C W Harvey sec
Hortonville Agr Society H O Diestler sec Horse Shows. Roston Mass April 26 to 29 Newport R I Newport Horse Show Assn Aug

Otangevine Ont Aug 24 to 25
Arcadia Wis Aug 24 to 27
Columbus Junction 10 Aug 24 to 27
Fredomia Kan Aug 24 to 27
Rutland Vt Aug 24 to 27
Rutland Vt Aug 24 to 27
Rutland Vt Aug 24 to 27
White River Junction Vt Aug 24 to 27
Terre Haute Ind fair Aug 30 to Sept 3
Elwood Ind Aug 30 to Sept 4
Columbus O State Fair Aug 30 to Sept 4
Columbus O State Fair Aug 30 to Sept 4
Columbus O State Fair Aug 30 to Sept 3
Vermont and Northern New York Trotting and
Racing Circuit Burlington Aug 31 to Sept 3
Plattsburg Sept 7 to 10 Canton Sept 14 to 17
Potsdam Sept 21 to 24
Wooster O Aug 24 to 27
Youngstown O Sept 1 to 3
Burlington Vt Aug 31 to Sept 3
Crawfordsville Ind Sept 6 to 10
Wheeling W Va Sept 6 to 10
Hornelleville N V Sept 6 to 10

New York N Y Inter Art Expositions of U S at Lencx Lyceum April 7 to May 4 Nashville, Tenn. 1897. May 1 to Oct. 31. Winnepeg Man Winnepeg Industrial Exhibition July 19 to 24 F W Henbach mgr Omaha, Neb. Trans-Mississippi and International Exposition, June 1-Nov. 30, 1898 Burlington Vt. Aug 31 to Sept 3
Crawfordsville Ind Sept 6 to 10
Wheeling W Va Sept 6 to 10
Hornellsville N Y Sept 6 to 10
Lansing Mich State Fair Sept 6 to 11
Lansing Mich State Fair Sept 6 to 11
Oskaloosa Io Sept 6 to 10
Providence R I Sept 6 to 10
Providence R I Sept 6 to 10
Morrison Ill Sept 7 to 10
Reading Pa Sept 7 to 10
Liberty Mo Sept 7 to 10
Toledo O Sept 6 to 11
Plattsburg N Y Sept 7 to 10
Youngstown O Sept 8 to 10
Sac City Io Sept 8 to 10
Bardstown Ky Sept 7 to 12
Warren Pa Sept 14 to 17
Medford Mass Sept 14 to 17
Medford Mass Sept 14 to 17
Washington Pa Sept 13 to 17
Indianapolis Ind State Fair Sept 13 to 18
Des Moines Io State Fair Sept 13 to 18
Greenfield Ind Sept 13 to 18
Rutland Vt Aug 17 to 19
Canton N Y Sept 21 to 24
Omaha Neb State Fair Sept 20 to 25
Richland Center Wis Sept 21 to 24
Pottsdam N Y Sept 27 to Oct 2
Red Oak Io Sept 27 to Oct 2
Red Oak Io Sept 27 to Oct 1
Malone N Y Sept 28 to Oct 1

Ideal Park Wis Ideal Park Racing Assn Begins May 3
Lexington K.y. May 3 to 10
Nashville Tenn. May 3-12
Louisville Ky. May 6-2:
Morris Park N.Y. (spring) May 8-29
Morris Park N.Y. Westchester Racing assn Spring meeting May 8 to 29
Pall meetinng Oct 14 to Nov 2
Louisville Ky. New Louisville Jockey Club May 12 to 24 12 to 24
Toronto Ont Ontario Jockey Club May 22-29 inc
Ontario Ontario Jockey Club Woodbine Park Ontario Ontario Jockey Club Woodbine Fark
May 22 to 29
Latonia Jockey Club Ky May 24 to Jine 26
Petrolia Oht May 24 25
Guelph Ont May 31 June 1
Gravesend L I Brooklyn Jockey Club Spring
meeting May 31 to June 19 Fall meeting Sept
14 to Oct 2
Reading Pa June 2 to 4
Hamilton Ont June 3 to 4
Lititz Pa June 7

Balitmore and Finance American Balitmore and recting ist week in June Fall meeting Sept 27 to Oct 1

Alone N Y Sept 28 to Oct 1

Hillsdale Mich Sept 27 to Oct 1

Terre Haute Ind Sept 27 to Oct 3 R G Watson sec Malone Vt Sept 28 to Oct 1

Providence R I Oct 5 to 8

Lexington Ky Oct 5 to 16

Brocton Mass Oct 6 to 9

Aberdeen S D State Fair Oct 11 to 16

Medford Mass Oct 13 to 15

Louisville Ky Oct 18 to 20

Salem O July 3 to 4 and July 23 to 30

Newark O June 29 to July 2

Columbus O July 6 to 10

Portsmouth O July 27 to 30

Chillicothe O Aug 3 to 6

Washington C H Aug 10 to 13

Lancaster O July 13 to 16

Xenia O Aug 77 to 20

Butte Mont Aug

## The Donaldson Fair Posters ## Finest on Earth

Secretaries write for samples. Address DONALDSON LITHO CO., Cin., O. convencions. Fetes, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are likely to attract large concourses of people to any one particular city and for this reason prove of importance to advertisers, showmen, streetmen, general passenger arents streetmen, general passenger agents, etc.
The list is carefully revised and corected
monthly,

Atlantic City, N. J. Seventh Annual Convention of the Associated Bill Posters' Association, July 17-20, 1897. J. Ballard Carroll, sec'y, Albany, N. Y.

Chicago III Illinois Press Assu July 7 Chicago, III. National Association Moulding and Picture Frame Manufacturers. Dec. 15,

and Picture Frame Manufacturers. Dec. 15, 1897.
Cincinnati O Ohio State Library Assn Oct 5 to 6 A W Whelpley pres
Dayton, Ohio. Sixth annual Convention of the Ohio Master Painters' and Decorators' Association, July 27-28, 1897. W. J. Albrecht, sec'y, Toledo, O.

Toledo, O. Cincinnati O Irisha Landwehr Verein Aug 2 S B Bonwright sec Cin'ti O Cincinnati O Brotherhood of Locomotive Firemen Jan 21 J V Reynolds sec Cleveland O Columbus O Army of the Cumberland Sept 21-23 Kansas City Mo 3rd annual Kansas City House Show Fairmount Park Sept 7-13 Nashville Tenn Laundrymen's National Assn Sept

Sept Nashville Tenn United Confederate Veterans June 22-24 Col J B O'Bryan Director General Nashville Nashville Newark O Newark Driving Assn John H Swisher pres, C Seymour treas June Orlando Fla National Good Roads Congress

Swisher pres, C Seymour treas June
Orlando Fla National Good Roads Congress
Feb 2 1898
Philadelphia Pa German American Journalists'
Assn Date not decided
Pittsburg Pa Grand Encampment of Knights
Templars 2d Tuesday in Oct WB Melish Gr
Junior Warden
San Antonio Tex International Association of
Ticket Agents Mar 10
St. Louis, Mo. Third Annual Convention of The
International Bill Posting Association, July
6-9, 1897. Clarence E. Runey, see'y, Waukegan, Ills,

gan, Ills, an Francisco Cal Carnival of the Golden Gate April 19 to 25 General R H Warfield pres Henry I Fisher Cor sec S H Friedlander di-

rector
Troy N Y New York State Assn of Master
Painters and Decorators July 7-8
Warren O Oak Grove Driving Club July and
Aug B F Pew pres, M S Clapp sec
Washington DC Universal Postal Congress May

#### Poultry Shows.

Amesbury Mass Amesbury Poultry and Pet Stock Assn M H Sands secy Seneca Falls N Y Seneca Poultry and Pigeon Assn Fred Habel sec Peoria Ills Peoria Feathered Stock Assn Jan 4 to 8 1898 Robert Joos supt Johnstown N Y Adirondack Poultry and Pet Stock Club November Rochester N Y Rochester Poultry Show Jan 10 to 15 1898 J J Beveridge sec

#### Dog Shows.

St Louis Mo St Louis Kennel Club March 3 to 6
Wm Hutchison see
Chicago Ill Mascoutah Kennel Club March 10
to 13 E M Oldbam supt
Louisville Ky Kentucky Kennel Club March
17 to 20 J A Reaves see
Pittsburgh Pa Duquesne Kennel Club March
24 to 27 W E Littell see
Baltimore Kennel Assn March 30 to April 2 Dr
G W Massamore see

Baltimore Kennel Assn March 30 to April 2 Dr G W Massamore sec San Jose Cal March 31 to April 3 Stocktonton Cal Stockton Kennel Club April 7 to 10 John Heffernan sec Los Angelos Cal Southern California Kennel Club April 14 to 17 West Point Miss Field Trial Champion Assn Feb 16 W B Stafferd sec Morris Man Manitoba Field Trials Club Sept 6 Jno Wooton sec Newton N C Eastern Field Trials Club Nov 15 S C Bradley sec Stockton Cal April 7 to 10 Louisville Ky Kentucky Kennel Club March 17 to 21 Francis J Hogun sec 317 4th ave

#### CRITTENDEN & CO., City Bill Posters and Distributors, CENTRALIA, ILL.

We own and control all boards in this city, also make large and small contracts for all kinds of advertising, we cover a great deal of territory.

It you are an up-to-date advertiser you want the latest and best advertising novelties.

Before placing your order write The Adv. Novelty Co., 32, 34 & 36 E. 3d St. CINCINNATI, OHIO.

Manufacturers of and dealers in Domestic and Imported Advertising Novelties, Cards, Calendars, Panels, Shapes, &c.

Something to think about DONT KICK Took Here!

# The Asa Richards Cassidy Co.

**ADVANCED IDEAS** IN ADVERTISING.

£ 36 36

Hulbert Block, S. E. Cor. 6th and Vine Sts., CINCINNATI. O.

Pictorial and Descriptive Hints pertinent to any and everything

PRICES.

52.75 Esch 52.75 "

Advertising Managers.

A New and Artistic Line of Eye Catchers, from originals by Asa Richards Cassidy, who aims hereafter to keep the advertising world supplied with an abundance of absolutely fresh material at very moderate cost. Write for

Bill Posters' Paste Brushes.

"UNEXCELLED

The Donaldson Litho Co., Cincinnati, O

List

Est. Population, 55,000

Est. Population, 23,000

Est. Population, 25,000

Manchester, N. H.,

Concord, N. H.,

Nashua, N. H.,

1891. "Everything comes to him who hustles while he waits." 1897. THE HUSTLER ADVERTISING CO.

Prompt personal OUT-DOOR ADVERTISING The only exclu-

IN ALL ITS BRANCHES. Street in city.

FORT WAYNE, IND.

24 NORTH MINER STREET,

BE IN TIME.

Club Room Furniture, Faro and Poker Chips, Sporting Goods. Playing Cards and Ivory Go ds.

OGDEN & CO...

W. H. CASE, MANAGER.

Automatic Slot Machines, Bonanza, Star, Carlo, Monte Carlo, Etc.

New Designs Every Month. Largest Factory in U. S.

Automatic Game Devices at Lowest Prices.

teed at all times.

185 Clark Street, CHICAGO, ILL

The best work and lowest prices that can be

The Bill Poster

The English counterpart of THE BILLBOARD. Subscriptions 50 cents per year, post free, may be sent to



obtained in all America. Write us.

THE GREAT American Engraving and Printing Co.

T. R. DAWLEY, Pres. 57 BEEKMAN ST., NEW YORK.
R. E. ROYLANCE, Sec'y.

We also give you same personal service at same prices in Lowell, Lawrence, and Haverhill, Mass.

With the Reliable Distributors.



🔊 D. J. Lefebvre Advertising Co.

MANCHESTER, N. H.

Service Guaranteed. It's our line of business. Our only trade.



are, the lines should be regular and uni-

form. Hence the sign painter should take

care of his hands. Do not wash them

with turps. According to physicians, tur-

pentine has a tendency to make the fin-

gers stiff if used often. Good soap and

Judging from the black and white re-

production of the prize-taking sign at the

late convention of the Master House

Painters of Pennsylvania, at Wilkesbarre,

the rest must have been sorry concerns.

The letters are put on a figure ground,

the lower part of which resembles the

government shield. The letters are of

the most primitive type, mainly of Gothic

and Roman. No doubt the work was finely

executed, and probably the original looks

much better than the reproduction; but

as an advertisement it falls far short of

One of the chief advantages in ad sign

work is the paint. The ad sign painter

has all kinds of surfaces to contend with.

For this reason the paint should be thin,

yet possess great covering qualities. Pure

surface. Linseed and paraffin oil mixed

halt and half makes an easy flowing oil,

and will last quite as long as pure linseed.

If not thin enough, thin with benzine.

It is claimed by some that benzine de-

stroys the binding qualities of linseed oil.

This is an error. There is not a ready

mixed paint made but what contains ben-

zine, and we know that many of them

will last longer than white lead and oil.

For cheap work, or for work that is not

required to stand long, dissolve one pound

of white vitriol in three gallons of water;

add one gallon of boiled linseed oil: then

stir in any dry colors you wish until a

in sign painting as formerly, particularly

in illustrated work. The letters are usually

made plain, or with very little shading,

the most attention being given to the

greater should be the contrast between it

and the letters, and the plainer they

should be. Scrolled letters on a scrolled

High contrast is strenuously objected to

by the old school of sign writers. They

are not supported in their views by the

modern theory of good advertising. "To

read as you run," is the modern adver-

tiser's motto. Necessarily, there must be

striking effect, which is imparted to its

fullest degree by contrasting colors.

Where there is a sharp contrast between

ground are always hard to read.

There is not as much shading practiced

good brushing consistency is obtained

linseed oil always works hard on a rough

being up to date.

warm, soft water is the best.

I noticed recently quite an innovation in Toledo, O., in the way of advertisinga hypnotized man lying in a show win-

Deceit in advertising is like a man on the doubtful list in politics. One cannot tell which way it is going.

To Fasten Letters to Glass.—The Canadian Druggist says that a cement can be made that will not be effected by moisture, even if the glass to which the letters are attached should be submerged in water for several days, as follows:

India rubber, 1 part. Mastic, 3 parts.

Chloroform, 50 parts.

Let it stand in a well-corked bottle for several days, until completely dissolved. As it becomes thick very soon when exposed to the air, it must be applied very

You can go a fishing, But you cannot make 'em hite. But you cannot make 'em bite;
You can write an ad sign
That appeared to be just right;
But, without your hook be baited,
The fish will pass it by, And, without your ad be catchy

Moral.-It is an easy thing to write an advertisement. The trouble is, to get people to read it.

Every man who essays to paint a sign without good brushes ought to be obliged to wear a placard on his back bearing the words, "emotional insanity," minus the e.

A great many ad signs and advertisements are like the story of the little Southern boy, when asked if his father had a good mule, who mournfully replied, "One end of him is good."

Children are great lovers of pictures. An advertisement that is illustrated is sure to gain attention from them. Many a sale has been made through the influence of children. They see the ad and call attention to it, consequently it is read by their elders. This would not be the case if the ad was not illustrated. Hence it would be a wise plan for the advertising sign painter to illustrate his work so as to please children. They will do the rest.

We cannot understand why some people consider the theater poster so "shockingly bad," when they will gloat over the newspaper report of a sensational divorce case, or glory in the downfall of some poor woman. They, generally speaking, are the ones who serve God on Sundays by going to church in the forenoon and reeling off prayers by the furlong, then put in the rest of the day talking about their neighbors.

the letter and the shading it may be neutralized by drawing a line of some neutralizing color between them.

The men who are making the most money in the advertising business are those who are master of detail, and are able to put their knowledge into practical effect Our big business men are not experts in details (exceptions, of course). When depressing times come they invariably go to the wall. Note the numerous instances within the last year. The men who are good in detail do not fear hard times. They are masters of the

There are a number of works on sign painting, but, if I mistake not, the most. of them are the work of artists, and not of practical sign painters. The simpler parts are too stiff and formal, giving the semblance of print or small lithographic work, while the more artistic portions are too complicated to meet the wants of the every day sign painter.

The difference that certain tints of col ors present on the perpendicular surface of a wall to that which they offer on a plane, is well worthy the attention of painters, says the Western Painter. Tints that appear clear when placed on a table will often present a muddy or crude appearance on the wall. The difference is accounted for by the changed condition of reflection and position of the spectator. In selecting a tint for a sign, it is always best to tint it by a slight dab on the surface it is to occupy, allowing for the effect of contiguous colors

In first class sign painting too much care cannot be exercised in selecting the primer. On this rests the durability of the subsequent coats. We observe daily signs where the ground coat is broken while the black portion of the letters are vet in a good condition

Painters should not follow conventional rules too closely. The day has come when it is necessary to cultivate artistic tastes in order to gain a reputation as a workman, and no trade has a more diversified field for the development of such talent than that of the sign painter.

Bronzes of all kinds look and wear better when put on dry.

Carmine is made from the cochineal insect. It is very sensitive to light and temperature.

Gold leaf is burnished by rubbing with refined raw cotton. This is a good ma terial for burnishing any kind of bronze.

Do not put a new brush in water until it has been thoroughly soaked in oil.

The more the ground is scrolled the BLOW YOUR OWN HORN."-In these days of dull times and bold competition, a man, to be successful, need, to own his own horn, and keep tooting it continually. If he intends to increase his business by advertising, he must make a rush for the front seat, crowding past his slower neighbors; and, when he gets there, take a first mortgage on all the other seats, as if to intimate that he could close in and occupy them, one and all, at any time he wished. These are fretful, discontented days. More intense quality is what is

needed in all kinds of advertising. If your product is good, don't be afraid to say so. If the man who claims himself a scientist or a philosopher can substantiate his claim by showing the goods, the publie is not going to conduct a civil service examination to ascertain whether he is or not. But if he says he is a "slow, groveling worm in the dust," people will take him at his word, and the next thing will be: "Get out of here, we have no use

The advertising painter who doesn't put energy and thought in his work is like a mosquito without a bill-lots of buzzin', but no bite. I once heard a story about P. T. Barnum. One of his men died very suddenly. After the post mortem the doctor said to Mr. Barnum: "Why, that man's brain weighed fifty-six ounces, as much as Webster's or Napoleon's." "I don't wonder at that," said Barnum, "he wrote the advertisements for the show."

A good advertiser is most generally good pay. He has the money to pay with. He may not give as much as others promise, but you won't have to ask him twice for your money; usually, not at all.

"Luminous door plates have come to meet a long felt want," says an exchange. That may be so, but in the case of Mr Budge it didn't quite work. His wife had one put up on New Year's day, during his absence, thinking to help the old gentleman to find the door. Mr. Budge had been celebrating the day in right royal style. After taking the revolving degree, he meandered slowly and wearily towards home. When he arrived, the door plate was making forty revolutions a second. He stopped and gazed at it a second, and remarked: "Hic, uh; whash been puttin' up one of them durned Fourth of July wheels at my door!"

Luminous signs, which are intended to be read from passing trains, would present a weird aspect on a dark night. In the next issue of BILLBOARD we will give the correct process of making all kinds of luminous paints in all colors.

Farm and Home, that excellent little farm paper witl. such an immense circulation, is using the colored poster as an advertising medium,

#### Purely Personal.

M. Kingsley, 48 West St. Rutland, Vermont, is a painter who also posts bills and does paper hanging as well. — W. F. Williamson, Bulletin, wall and fence advertiser, of St. Louis, uses the rear view of a baldheaded man for an envelope: on the shining pate of the man appears this legend: "Signs painted anywhere on earth."——Harry K. Apple, who succeeds the Indiana Sign Co., at Indiana, Pa., also does paper hanging and bill posting. — "Hote" the Sign King, in private life known as Mr. C. S. Houghtaling, has ordered an extra copy of The Billboard sent to his home address, in New York. We will wager no other, of all the advertising papers has had like consideration at his hands. — G. G. O'Brien, who conducts a superb bulletin service in Pittsburg, also does an extensive business in painters' and paper hangers' supplies, plate and blown glass, room mouldings, etc. — The Curran Co., is the right party at Denver, Col. —Jas. G. Jordan, of Henderson, N. C., says business is dull. — W. J. Philpot, of Sanford, Me., though a new one, has a fine lot of boards. He will join the association shortly. — Chas. Krutz, of Goshen, Ind., has been in the business since 1866. —S. E. Riblet, of Gallon, O., is getting along nicely. — C. H. Andrus, who paints signs all over northern Vermont, is now located at Wolcott, Vt. — The Howland Advertising Sign Co., are located at Rome, N. Y. See their advertisement in another column. — Henry C. Crosby, of Paterson, N. J., wants a visit of The Brush; as does also the W. D. Husted Adv. Co., of tisement in another column.— Henry C. Crosby, of Paterson, N. J., wants a visit of The Brush; as does also the W. D. Husted Adv. Co., of Mansfield, Pa,—Val. Shreier, of Milwaukee, does a good business in signs. He ships all over the country.

## No Wonder You Are

disappointed when your distributing is not done the proper way. You can avoid this by sending your work to us. Good Work, reasonable rates are our watchwords.

## J. E. STROYER CO.,

114 Weld St., Rochester, N. Y.

Member I. A. of D.

CHILLICOTHE. ILL. CHARVET BILL POSTING CO.

HENRY CHARVET, Manager. Seven Cities Covered. Population, 12,000.
Correspondence Solicited.

## Utah and California!

Are two of the most magnetic names in the roll of States, and the best way to reach them is

#### RIO GRANDE WESTERN RAILWAY.

"Great Salt Lake Route."

"Great Salt Lake Route."

As the titles indicates, the R. G. W. is the only line that passes directly through Salt Lake City on the way to California; and Salt Lake City and the Great Salt Lake are the two points which certainly should not be missed on your Western trip, as they contain more interest to the average American than any two other points within the confines of the United States. Study the matter carefully, and you will choose the R. G. W. for this reason, as well as for the magnificent scenery, superbequipment and fast time. Write to F. A WADLEIGH, General Passenger Agent, Salt Lake City, Utah, for particulars.

Scranton, Pa., 654 Deacon St. icranton, Pa., 654 Deacon St. J. H. Beltz, member f. A. of D., samples put out, circulars distributed, signs natical up. Work is gueranteed, 200,000 people in Lack-

Jackson, Ga., C. A. Henderson & Co.
Member I. A. of D., advertising sgents,
Territory: Atlanta, McDonough, Griffin,
Locust Grove, Jackson, Flandla, Macon,
Forsyth and Barnesville, includes population of 175,000.

Springdale, Arkansas. rireulars samples, book e's almanacs, etc., housetly and thoroughly distributed from house to house at reasonable rates. Address D. H. Whitener.

Grand Rapids, Mich.
George M. Leonard, Reliable Distributer

Winona, Minn. Pop. 25,000.
Winona Circular Dist. Co., 78 E. Second st. General Outdoor Advertisers, Sign Tacking a special to.

Pittsburg, Pa. Pop. 560,000.

Established 1892.
The "Twin CITIES" Distributing Agency,
DISTRIBUTORS,
Office 6, Sixth St. Branch, ALLEGHENY.
J. T. Hudson, Manager.

Mattapan, Mass. D. L. Cushing,

Milford, Mass. Pop. 9,000. E. R. Negu , Describator, 357 Main St. Tueson, Arizona, 2,000 ft. of boards

Delaware, O. G. D. McGuire,

Stavanger, Minn

Evansville, Ind. 75,000. Licensed.

Laconia, N. H. Pop. 15,000. Folsom Opera House, Driving Park and Show Grounds J. F. Harriman, Manager Owns all heards in the city and suburbs.

Woodland, Cal.

W. E. Patton, Corinth, Miss.

Bill Poster and Distributor. Reference furnished. Box 164.

Waukesha. Wis. Cadwell F. Meviš City Bill Poster and Dis-tributor 688 Main Street. 197

Aurora, Ills. B.
Bill Poster and Distributor.
towns. Pop. 60,000,



## DESIGNERS. LITHOGRAPHERS AND GENERAL JOB PRINTERS.

Poster Work Our Specialty

Our Date Book for Season 1896, '97-'98 now ready, and will be sent postpaid on receipt of 25 cents.

FRANK M. DEUEL. BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR,

187 Schuyler Avenue, KANKAKEE, ILL.

Kankakee, Bradley and Bourbonnais, total population, 15,000.

NOTHING EXCELS THE SERVICE RENDERED BY THE

**OUT-DOOR ADVERTISING** IN ALL ITS BRANCHES.

Special care given to

P. M. COOLEY, Mgr., BINGHAMTON, N. Y.

JOHN T. WILLIAMS.

BILL POSTER. 346 Morrison St., PORTLAND, OREGON.

Population 90,000.

Established 1868.

## The Babbitt Ticket Account Book. The Babbitt Entry and Record System.

Dear Sir—I am a practical and experienced man in the fair business. No books on the market have ever perfectly suited me, so I got up a line of books of my own. I AM HARD TO PLEASE, but MY BOOKS SUIT ME (I worked a —— of a long time on them before they did though). I believe that for keeping track of entries, awards and tickets, they are strictly all right. I know it. They cost money; it takes the long green to buy them, but they keep you from getting balled up in your accounts. Why not drop me a line and get a sample page or two.



## Rusiness

Mailed free to all mentioning this advertisement BUSINESS contains articles by noted writers upon Office Rouline, Business Management, Accounting, Advertising and Economic subjects, included under Finance, Transportation, Commerce and Management and Manufacturing
To read BUSINESS is a liberal commercial

To read BUSINESS is to be in every office.
The office of BUSINESS is to be in every office.
Monthly, \$2 a year. Address
BUSINESS PUBLISHING CO.,
13 Astor Place, New York.

Sterritt Show Printing Co., San Francisco, Cal.

Blaney, Wm. E., Expert Ad Writer, Station T, Boston, Mass.

Howland Advertising Sign Co., Mural Signs and Painted Bulle-tins, Rome, N. Y.

Kansas City. Mo. Pop. 300,000.

Midlaud Advertising Co., Josephikeld, Mgr
Distributing, Tacking. Reliable Men only
All towns in Jackson and Wyandotte Cos.
Mem. International Ass'n of Disfributors.

Boston, Mass. Pop 500,000. Lou's Brandt, Distributor. 5 Heath ave. ||

Meridian, Miss., Pop. 15,000 L D. Hoffer, city bill poster and distribu-

Rutland, Vt., M. Kingsley, Owns and controls all biliboards. Address 48 West St., Rutland, Vt.

Parkersburg, W. Va., Pop. 15,000 tor. Reference, any bank in city. Satisfaction guaranteed.

Paducah, Ky., H. Joseph Harth.
Unexcelled Distributing Service.

Scranton, Pa. Population 120,000
The Metropolis of the coal regions.
Reese & Long, Distributors. may97

Chillicothe, Mo., Z. B. Myers.
Owns all bill boards. Tacking, Distributing and Bill Posting done satisfactory or no pay. Write him.

Atlanta, Ga., 124 Haynes St.

Wm. Peden, Advertising Distributed,
Signs tacked up in this and adjoining counties, \$1 00 per 1000 and up.

d97

Terre Haute, Ind.
James M. Dishon, Distributing, 29 South
5th St.
197

Carlisle, Ind.
Sullivan (o., E. J Chilcote, Distributor. n7

Manning, S. C.
Distributor. T. M. Young, Manager. P.O.
Box "Y."

Charleston, W. Va. Pop 15,000 E. H. Carwithen, Distributor. Satisfaction guaranteed. Six adjoining towns. n97

Bangor. Me., and Neighboring
Cities. Pop. 40,000.
Distributor and Sign Painter, reliable service at bottom rates. Write me for estimates. E. A. Campbell, 17 Park St. n97

Peru, Ind. Chas. W. Stutesman, Licensed City Bill Poster and Distributor.

Jacksonville, Ill., 807 S. Main St., by U. S. Dist, Bureau.

Boise, Idaho, Elmo, Gordon & Co. Reliable Distributers and Sign Tackers. We pay rent for our locations and can guarantee.

Cincinnati, O. Pop. 350,000 Unexcelled Distributing Service. W. H. Steinbrenner, 811 Vine, Cincinnati

Chicago, Ills. J. A. Clough, Contracts solicited for the distribution of all legitimate advertising matter in Chi-cago and suburban towns.

RUBBER STAMPS.

Climax Stamp Works, box 106, Belgreen, Ala. Sample—any wording—and self-inking pad, 100

THEATRE TICKET PRINTERS.

C. F. Ansell, Mfg. Coupon Theatre Tickets and Diagram Ticket Racks.

ALCONOMIC CONTRACTOR

"That New and Different Paper."

dent paper, published monthly, at St. Louis, Mo. The only ad journal that wears no gloves.

All that its name implies. - Newspaper

Worth its weight in gold to anybody who

Made up of bright things, nicely con-ensed.—Elmer (N.J.) Times. It starts right and promises well.-Nation

> SAMPLE COPY TO YOU, FREE.

H. H. PARAMORE, Editor, 519 Olive St., St. Louis.

welve Months for a Dollar.

## SIDNEY, OHIO, C. P. ROGERS

wns and controls all billboards and dead walls in the city.

#### PERFUME.

SACHET POWDER—The daintiest, sweetest, most lasting for packet, drawer or closet. Will G. F. TUCKER, Sheldon, Mo. Box 157.

THEATRICAL AND CITY BILL POSTERS. Distributing and Advertising Agents, Work promptly and properly executed.

### "Mr. Manager!" "One Moment Please."

WE paint pictorial advertising signs, society silk banners, show canvas, theatrical scenery and imitation litho. OUR artists are expert and up-to-date.

WE do bill posting, distributing and

WE own 20,000 feet of space, honesty, energy, experience and World's Fair diplomas.

OUR boards, stock, labor and prices are

WE have no alleys, back fences, "charlie boxes," boys or "bums."

WE want your address, acquaintance, work and inspection, once got, always retained, "It's your move."

#### C. M. Smith & Co., Brantford. Canada.

Population of City 17,000. County 50,000. Country 5,000,000.

#### A. E. BENTLEY,

Only Licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. Rates made known on application.

## Nashville Distributing and Advertising Co.,

Licensed and Bonded Distributors and Tackers for Nashville and Chattanooga, Tenn. Member International Association of Distributors. This association guarantees service of its members. #7 JAMES L. HILL, Mgr.

## The Christmas Billboard, 1897......

During the year 1897 THE BILLIOARD will issue but one special number. This will be the Christmas Special, out December 18t, next. It will consist of 56 pages, handsomely illustrated, and will have an illuminated cover, superbly lithographed in colors. It will retail at 25c each. The advertising rates will be 10 cents per Agate line, with 20 per cent additional for specified position.

LARGER ADVERTISEMENTS. LITHOGRAPHED PAGES. 27.50 Page 3 of Cover, in 2 colors... 100.00
15.00 Page 4 of Cover, in 8 colors... 200.00
200.00 Double page center, in 8 colors... 300.00 No deviations will be made from these prices, and no discounts of any kind. Copy for Advertisements on lithographed pages must reach us not later than Nov. 1st. Last form closes Nov. 22. Size of type page, 9/x12/2.

AMBROSE, INDIANA COUNTY, PA.

## Rural Advertising Co.

Contractors for Outdoor Advertising. . House to House Distributing a Specialty.

S. J. MCMANIS. MANAGER.

# MIDDLETOWN Advertising Co.

88 South St., MIDDLETOWN, N. Y., Distributors and General Advertisers.

Prompt Service Guaranteed. Correspondence Solicited. Middletown is the Railroad and Commercial Hub of Orange County. Population, City 15,000; County 97,760. Members International Association of Distributors.

# We Want Your Work!

Bill Posting, Distributing, Card Tacking and Fence Painting. STAR BILL POSTING & SIGN CO.

EDWARP H. GRUZARD, Manager. | CELL COLUMBUS, CA.

LICENSED

TACKING,

DISTRIBUTING.

BILL POSTING,

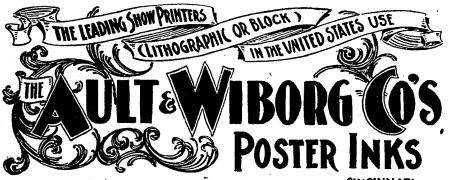
J. S. CRAIG.

319 LEXINGTON AVENUE.

HASTINGS, NEB.

Own and Control all Boards and Privileges.

20,000 Square Feet of Boards. POPULATION 15 000.



+ CHARLES W. YORK. + Bill Poster and Distributor.

+ HAVERHILL, MASS.

I make a specialty of Distributing. Reference if required.

G. F. BANGASSER & CO. CITY BILL POSTERS AND DISTRIBUTORS,

Signs Tacked and Signs Painted. Own all Bill-Boards in our locality. P. O. Box 38 MCMINNVILLE, OREGON.

HIGGINSVILLE, MO. Pop. 5,0:0 The Greatest Country on Earth

RIGG BROS.,

The only licensed BILL POSTERS in the city. Control and own all bilboards and advertising pivileges in the city. We are up to date. All work properly executed. Also signs tacked. Distributors and Sign Painters.

#### Philip B. Oliver, Licensed City BILL POSTER

AND DISTRIBUTOR. 3,000 Fe. t of Board. 75 Three-Sheets.

Special Attention Given to Commercial

Work and Distributing.

319 Cherry St., FINDLAY, O.

HENRY C.

PATERSON, N. J.

### NIGHT ₽ DAY.

That is just the way we are work

of them. Write us about our 14 towns. Paterson 100,000; Passaic, 20,000; Rutherford, 8,000.

PASSAIC ADVERTISING CO. Paterson and Passaic, N. J.

TRENTON, NEW JERSEY. The Trenton Bill Posting Co.

Owrs all Billboards in the city and suburbs. Population 70,000. I guarantee the value of all Bill Posting and Distributing. WM. R. WILLIAMSON, Manager

BILL POSTING. DISTRIBUTING = AND **ADVERTISING** 

COMPANY.

WILMINGTON

Wilmington,

Delaware.

Population,

75.000

JESSE K. BAYLIS. Proprietors D. K. Jackson, Supt.

Own all the prominent boards throughout the city. Satisfaction guaranteed on all work.

Office, Grand Opera House, Wilmington, Population. Delaware. 75.000

#### **Eastern Ohio Distributing Bureau** Box 153, YOUNGSTOWN, O.

Circulars distributed. Signs nailed up. Advertising matters of every description through Western Reserve. Member I. A. of D.

#### HERMAN DELKER Bill Poster - - Distributor.

JUNCTION CITY.

What is worth doing at all, is worth doing well.

JNO. H. JONES. Office, N. W. Cor. Flount & McHenry Sts., BALTIMORE, MD.

Indiana, Pa. H. K. Apple, Bill Poster and Distributor.

R. W. STORRS, De Funiak Springs, Fla.
Can cover all West Florida quiade of Pensacola in any manner desired.

Brantford, Can. Pop. 17,000. Chas M. Smith & Co., Bill Posters and Dis tributors. own and control 20,000 feet of boards. Reliable distribution.

Oakland, Cal.
Belasco & Co., Bill Posters and Painted
Signs.

Lu Verne, Minn. Pop. 3,000.

Naua M. Baer, Bill Poster and Distributor
Box 490.

Clarksburg, W. Va., Pop. 5,000 w L. Delson, City Bill Poster and Distrib-ulor

Butte, Mont, W. E. Kendrick,
Bull poster and sign advertiser. P.O. box

Oregon Sign Co., Bill Posters, Distributors and Sign Paint ers Box 374, Oregon City, Oregon. \$597 Fayetteville, N. C.
Hawkins Bros., Bill Posters and Distributors, Lock Box 170 937

Santa, Fe, N. M., A. M. Dettelbach. Bill Poster, Tacker and Distributor for Santa Fe, Tack and Rio Arriba Co's. n97

Lorain, O., P. J. Smith, Bill Poster and Distributor. 3196th St. n97

Laramie, Wyo.

H. E. Root, Mgr. Opera House and City bill

poster and distributor (lie'd), 150 34 St. 1997

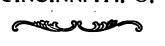
do: Bolvidere, Ill. Fred. Wiffin, Bill Poster, 312 Caswill St.

Uncommon

are a good deal rarer than a great many people suppose; you do not see them often by any means. There is no dearth of the other kind, the ordinary, the commonplace descriptive poster. You find it everywhere, performing its duty, it is true, but in a careless, perfunctory and indifferent manner. Have you ever seen a careless, poorly-paid servant girl at work? Did you ever notice how she sloughed through and slighted her work? Well, that's just the way that the common descriptive poster does its work. But with the uncommon, it is different. This latter, cries aloud in the throroughfares. It stands boldly on the boards, no matter what its environment may be, and drowns the outcries of competing posters, compelling attention by its perfect poise and unison. That is the uncommon, descriptive poster, the kind you cannot get at a country office, in fact, there are very few offices where you can get them, for the reason, that the art of poster composition is but little understood. They may be had, however. If you doubt it, send your order to

# Hennegan & Co.

CINCINNATI. O.



For \$182.00

will place a booklet in every home in Cincinnati and her suburbs in Hamilton county. There are exactly 121,358 homes. About 13,500 of the booklets should be printed in German, to bring the best results. I know Cincinnati thoroughly, and I know how to cover it expeditiously and economically. Cincinnati families are large: they average five members each, ergo, you reach 606,790 people through my house to-house distributing

ROOM 609, LINCOLN INN COURT, 519 MAIN ST.

CINCINNATI, O.

The W. D. Husted Advertising Co. Town and BILL POSTERS.

Distributors, Bulletin Sign Painting, Out door Advertising of every description

Office: 67 Main Street, MANSFIELD, TIOGA CO., PA. E OWN OR CONTROL ALL BOARDS AND POSTING PRIVILEGES IN . . . . . . .

MANSFIELD. The leading town in the "Northern Tier," over 6,000 square feet of boards.

Also have boards and posting privileges in every town in the county.

## **Are You in Need**

advertise your goods and take orders? One who can give the best of references and who understands his business. Address

> ADVERTISER, Care The Billboard.

Mexican International R. R. EAGLE PASS ROUTE,

The Short Standard Gauge Line between prin-cipal points of the United States and Interior Mexican Points. No Transfer of Cars at the Border.

the Border.

A through Pullman Buffet Sleeping Car Line running daily between San Antonio, Texas, and the City of Mexico.

A passenger representative meets all trains at the border to look after customs inspection and to aid passengers in making money exchanges, etc

An inspector of customs accompanies the train each morning from Eagle Pass, Texas, to San Antonio, Texas, to make inspection of baggage belonging to northbound passengers at their convenience.

For further information call on or address any agent of the Southern Pacific Co., or

W. H. CONNER, Commercial Agent, Commerce Bldg., Cincinnati, O. C. K. DUNLAP, Gen. Pass. Agent, Ciudad Porfirio, Diaz, Mex.

Licensed and Responsible Bill Posters and Distributors. WE ARE SUCH.

BROWN & WATSON

Pop. 10,000. PERU, IND. Wilmington, North Carolina. Pop-

ulation, 25,000. Thos. P. Day & Co., Bill Posters and Distributors

Hillsboro, Texas. Phillips Bros,,City Bill Posters and Distributors,

Oswego, N. Y., F. E. Munroe. Licensed Bill Poster, Distributor and Sign

Troy, Ill.
F. C. Gates. Bill Poster and Distributor.
Reference furnished.

Po'keepsie, N. Y. 24 Mechanic St. M. F. Sprenger, The Honest King Bill Pos-ter and Distributor. Waukon, Iowa. Wm. S. Hart & Co. Pop. 3,000. Control all space, including Opera House and Fair Grounds. Goot work anywhere in N. E. Iowa auly

Nanaimo, British Col. Pop. 7,000. A. A. Davis owns and controls all bill boards and spaces. P. O. Box 189

Fort Wayne City Bill Posting Co.
Theatrical and City Bill Posters. Distributing and Advertising Agents. Work promptly and properly executed.
FURT WAYNE, IND. C. B. Woodworth.

The Curran Bill Posting & Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 165,000; Pueblo, 40,000; Colorado Springs, Colorado City and Manitou, 20,000.

DENVER, COLO.

Lima, Ohio. Pop. 20,000, W. C. Tirrill, City Bill Poster and Distributer. Work promptly done.

Memphis, Tenn. Van Beuren & Co., Bill Posters and Distri-buters, 224 Second street.

Milford, Mass.
Population, 10,000. W. E. Cheney, City Bill Foster, Distributor. & So. Bow street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city Baggage and scenery truck express.

Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service.

Waukegan, Ill. G. Runey & Son, Distributors, Bill Posters etc. (Circuit 18 towns.) Pop. 35.000.

Baw W. Hole Mew YMC.

MOMISON HAYMARKET THEATRE BLDG. 
161 WEST MADISON ST.

I have made this style of advertising a study for years; and in that time I have placed the posters and other display for a number of large firms. I have traveled from town to town, and personally superintended the placing of this matter, and I am thoroughly conversant with the needs and the capacities of the various cities and towns.

I have letters, recent letters, from nearly every bill poster in America, naming rates, and stating their ideas of the quantities of paper needed to adequately cover their territory.

I have the estimates of the largest theatrical booking agents, as to the quantities of paper needed to bill the various towns that their shows reach.

Here, at your service, is the bill poster's estimate; the theatrical agents' estimate, and my esti-

mate from my own experience and from my knowledge of what other advertisers are doing just now and the results they are obtaining.

I can do you lots of good in this line. You, yourself, have not the time to do this work. Your salesmen are worth more to you selling your goods. Your jobbers, or selling representatives in the various cities, each has an idea of his own; you can't follow them all; and, after all, their opinions are not from experience.

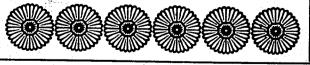
And, my services cost you nothing. That's right - nothing.

Come and see me; let us talk the matter over.

Sam W. Hoke

BILL POSTING **CONTRACTOR."** 

NEW YORK.



SAY DON'T FORGET THE ADDRESS!

# THE BILLBOARD

Vol. IX., No. 4.

CINCINNATI, MAY 1, 1897.

#### MAKING IT PAY:

Hints for Country Bill Posters.

By HARRISON HAYNES HUBBARD.

This is the first of a series of articles which will run through perhaps a half dozen issues of THE BILLBOARD. I know of no better way of introducing myself to the readers of the paper, than by simply stating that I used to be a country bill poster myself, and, by the way, before I proceed further I will just explain what I mean by a country bill poster. He is a bill poster who is located in any town of under ten thousand inhabitants. Just at present he is an exceedingly various perlage. Sometimes he is a paper hanger quite frequently he is the stage carpenter of the opera house; then again he may be a sign painter, a livery man or a carpenter. Occasionally he is *her*, for I know wellnigh a dozen plants that are managed, and well managed at that, by women. During well managed at that, by women. During the course of my peregrinations I have found many queer unions of this kind. For instance, I have known bill posters who were also lawyers, dealers in fertiliz-er, preachers, justices of the peace, chief of the fire department, managers of thea-tres, doctors, printers, druggists, under-takers, and, in fact, anything at all that would help to add to the meager earnings of their billboards.

I was a publisher when I went into the business. I owned a weekly in a Western town. My parents had purchased it (the weekly) for me when I left college, so as to give me a chance to grow up with the country. The town had about 2,500 inhabitants, although we claimed 3,500, and was located, to quote a writer of note, "about forty miles from everywhere."

"about forty miles from everywhere."
For about two years I had a terrible struggle with the weekly. It was mp and tuck. Occasionally I got the weekly down, but generally it was on top. I tremble yet to think what might have been if mother, down East, had not sent me regularly large boxes of grub. The circulation at the time I came into possession, so the former course glibby in session, so the former owner glibly informed us, was 1,100, and the mail list galleys, hastily counted, bore him out. But it shrunk terribly on closer examination. It is astounding what a number of sample copies it takes to go round among the eastern agents. In my case it was over two hundred, and when these, together with exchanges, advertisers who dealt direct and dead ones, were subtracted from the total, I found my bona fide list was a trifle under five hundred

This, of course, was discouraging, but I bucked to it with a will. Talk about schemes for circulation building! ured out a thousand. I started a boiler plate serial, and presented every man, woman and child in the county with a copy of the issue containing the first in lubbing lists, and made a personal houseto house canvas. I tried everything I had ever heard of, but the circulation absoever heard of, but the circulation absolutely refused to budge. The advertising patronage was just about as stubborn, and finally I got discouraged and tried to sell it. I inserted glowing advertisements in the Eastern papers, but without results. Then I began to look around for a trade. I tried to swap it in turn for a sheep ranch, mining claim, a hotel, a livery stable, and finally offered it for a half interest in a small circus but failed sign interest in a small circus, but failed signally in each i stance.

About this time my fellow citizens determined to hold a fair. They met, organized an association, and elected me secretary. I little suspected what I was doing when I accepted the position. I only saw a salary which, while nominal, was tangible, but I soon discovered that the secretary of a fair association was the

whole thing. He is supposed to know everything and do everything. He is the manager, bookkeeper, general director, advertising and press agent, all rolled into one. I did not know even a little bit about fairs, so I started in to read up. I consulted the American Newspaper Discovery and the Newsp consulted the American Newspaper rectory for a trade paper devoted to fairs, but there was none listed. Then I wrote to Rowell & Co., explaining what I want-

I wish I could describe the consternation of the directors when the paper arrived. There was enough to bill an ordinary circus in a dozen towns. There were half-sheets, whole sheets, three-sheets and great big twenty-eight-sheet stands. We could not return it for it was all crosslined. Neither could we hold it over for What to do with it was the question, especially the big stands. Enterprising pecially the big stands. Enterprising citizens came forward and offered sides of barns, stables, and even store rooms, but few were large enough By this time, much reading of THE BILLBOARD had awakened in me an interest in bill post-ing, so I suggested to the directors that we build some boards.

and settled by making over to me all the boards we had built, and that is how I got into the business.

I immediately arranged to advertise the

Gazette (my paper) on my newly acquired boards and throughout the country in the same manner I had the fair, but not quite so lavishly you may be sure. I used a one and a three-sheet, printed from pine blocks, which I engraved myself. The blocks, which I engraved myself. The results surpassed my most sanguine expectations. Subscriptions began to come in, slowly at first, but faster as time wore on, and eventually advertising took on a mild boom. I soon found myself in possession of a bit of paying property. Others found it out almost as soon as I made the discovery, for I was surprised shortly thereafter to receive an offer for shortly thereafter to receive an offer for the paper, which gave me a very fair bonus over what I had paid for it origin-ally. I sold it quick. I was an enthusi-astic bill poster by this time, and as an opera house was building in the town and I had already succeeded in working up some local trade, I was anxious to devote

some local trade, I was anxious to devote my entire time to my new venture.

Success attended me, and, oh, how I enjoyed it. After my experience as a puolisher the mere fact that I was making headway was a delight. As weeks grew into months and my bank account continued to mount higher and higher, my joy simply knew no bounds. At last I was self-supporting and independent! I will never forget those days if I live to be

while level torget those days if I live to be a hundred years old.

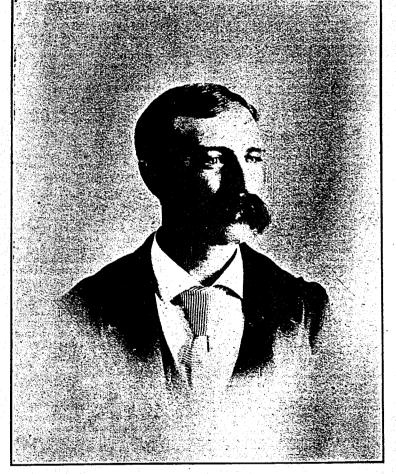
When I figured up at the end of the year I found that I had cleared twelve hundred dollars. But I also found that that was about the limit that a town of 2.500 inhabitants would yield. I was ambitious. I concluded I would look for a larger town, so I broke my assistant in to routine office duties, and prepared for a trip. I had a line of sample posters from trip. I had a line of sample posters from an eastern house that gave me a commission on all sales which I made for them, and as I had been quite successful at home I concluded to take them with me, my idea being to defray some portion of my expenses by canvassing the various towns I intended to visit. It was a happy thought. I met with such marked success on the road, and I enjoyed the work so thoroughly, that I determined to follow it until such time mayhap as I might be able to buy or buy into a city plant.

When the subject of this series of arti-

When the subject of this series of articles was first broached to me I rather thought that there was little that I could say to the readers of THE BILLBOARD that would be particularly helpful or interesting, but since thinking the matter over I have concluded that I may possess some ideas and be able to convey some suggestions which will here and there prove profitable. I shall do my best, any way, and if I do no good, at least, I shall do no best.

In the beginning I want to direct atten ion to the vast number of good towns that are yet unoccupied. I know that any fown of 2,500 inhabitants can be made to pay a hundred dollars a month. I believe that towns as low as 1,000 will support a bill poster if he will also do distributing, sign tacking and sign painting. It is strange that in view of the congested condition of other fields of effort that so many opportunities are overlooked.

Then again, there is many a bill poster at present in a good country town, who is barely making a living—continually hustling, in fact, to make both ends meet, who by the exercise of a little judgment might double his earnings. It is to these that



W. D. REDINGTON.

ed, and finally along came a copy of THE RILLBOARD.

and also to the secretaries of other for information, methods, etc. In due course, I began to get a line on how to go about things, but by this time our fair was upon us, and the advertising had to be settled. It was decided that we ought to have some posters, and I was delegated to order them. As I had no idea of styles or the amount required, I wrote to a well-known Cincinnati printing house, explaining my needs as best I could, and gave them an open order to select styles and quantities in amount such as they thought I might need. And they did with

dint of perseverance and hard work we finally used all the paper up.

The fair itself, I am afraid, did not amount to much, but the attendance was enormous. Visitors came from miles around, and everybody in town, especially the merchants, voted the fair an unquali-fied success. If ever the directors get done paying for those posters they will surely hold another fair.

Well, to make a long story short, we built the boards and soon had the town covered. Then we built boards in adja-

country routes in the meantime through-

out all that section of the State, and by

towns and covered them, making

As for me, when the blow-off came they

I am going to devote my attention first. I am going to give them a few pointers on how to make it pay. I will start in with a few "Don'ts." To begin with, don't oin an association with the idea that is ll bring you work. If you do, you will be disappointed, They are not organized for that purpose. They are excellent things in their way, but they neither promise nor engage to secure work for their members, that is, the real associations do not. Fakirs and swindlers in various cities frequently send out a species of green goods circular that promise all membership fee, but they are merely

chemes to fleece the unwary.

Bill posting and distributing associations are, for the most part, started by peo-ple engaged in business in cities, and solely for purposes of mutual protection and betterment. Their annual business is large in volume, and the expense of supporting the organization, which falls supporting the organization, which raus on them individually, is comparatively trifling. This same amount to a bill poster in a small town, however, is sometimes burdensome, especially so when the expense and loss of time involved in attending the annual convention is added ding the annual convention is added. Very few of the country bill posters who do belong to the associations ever attend the meetings. It follows naturally that their needs or desires are not made known, and consequently no action looking to their welfare and benefit is taken. It would be a grand thing for the business if some plan could be had that would bring the country bill posters together and let them talk over things that they want and need. I fear, though, that no convention or series of conventions is

would suggest that the next best thing is a free and open discussion in the col-umns of THE BILLBOARD. Write letters to the editor. If some few of you start it up, others will follow, and in time much

practicable

good may result.

Any question you may want to ask me
I will answer by mail or in these columns. I am in and out of Cincinnati all the while, and you can address me in care of THE BILLBOARD.

The following bill is now pending be fore the legislative assembly of the pro-

vince of Quebec:

"I. The posting or placarding or exhibiting in the streets, lanes, or public places in any town or city, of illustrated placards and show bills, for the purpose of advertising exhibitions, plays or operas, having depicted thereon nude or seminude human figures, or sensational show bills with delineations thereon of murders or attempts to murder, or figures using firearms, knives or other offensive and deadly weapons, illustrating acts of violence, escaped convicts or figures in convict garb, or executions, or any other show bills, placards or posters of a nature to familiarize vice and crime, is prohibited under a penalty of \$50 for each offense, and, in default of payment of such fine, of one month's imprisonment in the common goal.

"2. Every chief or superintendent of police or other peace officer will be responsible for the enforcement of this act; and it shall be the duty of all such officers to cause the arrest and punishment of offenders and the activation.

enforcement of this act; and it shall be the duty of all such officers to cause the arrest and pun-ishment of offenders, and the destruction and confiscation of all printed matter of the descrip-tion mentioned in this act so exhibited or in the possession of the parties committing the offense."

Of course, the crying need of the times is more laws. No one disputes this fact.
With the statutes fairly bursting, the cry
is still they come, and any fool crank with
a pet hobby, who happens to be elected,
can put his idea through the law foundry and add another to the list. Americans have more of the forms of liberty and less of the real thing than any people

The outrageous attack upon Mr. Stahlbrodt in the March Bill Poster, wherein his methods are severely criticised, and he himself stigmatized a "printing house loafer," was both unduly severe and un-deserved. While Mr. Stahlbrodt may not be an unqualified success as a solicitor, and has been more or less obnoxious at times, it should be borne in mind that he did found the A. B. P. A., and is entitled to lasting consideration on that account alone. Of late, too, he has begun to realize that possibly he is not "the whole thing," after all, and, consequently, may yet be spared to many years of usefulness.

#### ADER TO COLOR OF THE PARTY OF T Poster Printers Cas Caracas and

We clip the following from the Detroit Evening

We clip the following from the Detroit Evening News:

Thirty years ago, March 16, the Calvert Lithographing & Engraving Co., of Detroit, Mich., was incorporated, with Thomas Calvert, Claud H. Candler and Charles B. Calvert as its officers. Six years previous to that time Thomas Calvert had organized the firm of Calvert & Co., which began in the engraving business in a small way. Yesterday, the life of the corporation having expired by legal limitation, another meeting of the original stockholders, including William A. Ross, was held, and the property and effects were formally disposed of to the Calvert Lithographing Co., a new corporation which will succeed the old company in the business with practically the same officers. Geo W. Heigho, who has been with the old company for 16 years, becomes a member of the new corporation. When the company was first organized it had a small office in a building at the northeast corner of Jefferson avenue and Griswold street. Subsequently its plant was removed to the old Tribune building, on Larned street, the new quarters being made necessary by the rapid increase in its business. Today the company occupies all of the immense structure at the southwest corner of Larned and Shelby streets. It has offices in San Francisco, Chicago and St. Louis, and has acquired a reputation that extends to every section of the civilized world. It is improbable that any other corporation in the state can present such a record of sceady, and persistent advancement in the face of every obstacle. During its corporate life the engraving business has been practically revolutionized, but the company has more than kept pace with the multifarious changes. Its best work today is not surpassed by that of any other similar institution on earth, and it is no exaggertion of the truth to say that much of it rises above the plane of mere commercial work to real art. Thomas Calvert, who organized the parent company more than 36 years ago, is still a hale and hearty citizen, who may be seen every morning, rain

#### Purely Personal.

Purely Personal.

Although, Louis H. Orr, is printer laureate of America by grace of the Campbell company's contest, it is generally conceded that B. B. Herbert or Paul Nathan should have had the distinction.

—F. M. Edwards, was finally heard from in Washington, D. C., where he was about to marry a Miss Mayo. —T. R. Dawley, president and manager of The Great American Eng. & Print. Co., of New York, will go to Europe this summer. Mr. Dawley has branch offices at Liverpool, London, and Paris, and will combine business with pleasure on his trip abroad. —The Enquirer Job Printing Co., Hennegan & Co., Russell & Morgan, The Strobridge Litho. Co., and The Donaldson Co., of Cincinnati, are all very busy. The Donaldson Co., in particular, is rushed with work. They are working over-time and have two other lithographing establishments in the Queen City helping them to get their contracts out on time. —W. I. Sterett, the leading poster printer on the Pacific Coast, has joined the ranks of The BILLBOARD's advertisers.

A. O. Russell, president of the great United States Printing Co., known far and wide as "Pic" from his early connection with New Orleans Picayune, is a familiar figure about Cincinnati, Large of stature, he has a heart as big as he is, and is as full of vigor and firm of step as ever. Of late years, he has made large investments in Florida, which under personal supervision of his son Willis, promise exceedingly well. —C. L. Kretschmar, of the Great Western Printing Co., St. Louis, Mo., notifies us that F. M. Edwards, is no longer connected with that concern Walter S. Donaldson of the same concern, advises us that the Ringling Bros. contract was not withdrawn, but on the contrary, is completed. He adds that the work will compare favorably with that of any house in the country. —The Goes Lithographing Co. of Chicago have their imprint on some of Sam T. Jacks' work, and very good printing it is, too. —Grossman & Strafford, 703 Chestnut street, Philadelphia, is a new imprint on some exceptionally clever block an

Mead & Baker, of Richmond, Va., will advertise a mouth wash on the boards. Their first poster is an 8-sheet, just completed by the Donaldsons, of Cincinnation They will place the business direct. Bill posters all over the country will get some of this work.



THOMAS CALVERT.

Do not forget the fact that when a newspaper publisher needs advertising, he does not go to his brother publishers for it. Not he. He is onto the game. He buys the real thing, and, consequently, the bill posters and distributors cut his money up.

#### News from New York.

Fig Syrup is putting out a new 4-sheet, fac simile of their old 20 sheet stand, and also a new design in 16 sheets. The new design is a change, and all changes are improvements; therefore, this is an improvement over the old poster.

Scotch Oats 8-sheets are up for a year's showing on Munson's boards. Adlake Bicycles and Sterling Bicycles are also using Munson's boards exclusively.

Buffalo Bill takes all the Barnum & Bailey locations in New York, while Barnum takes the Brooklyn spaces that Buffalo Bill had last month. And the commercial advertiser continues to mourn for

space.
The "Hey Rube" from the West comes to New York, and in time gets the hay-seed curried out. Van Buren's new man, seed curried out. Van Buren's new man, Mylius, and \$am W. Hoke, both innocents from abroad, ran up against a great game last week. The Singer Sewing Machine Company asked them, among others, to submit sketches and estimates for a whole late of poeters and the poeting thereof. lot of posters and the posting thereof. I warned both of them that no matter whose sketch was the best, and no matter whose price was lowest, that a certain party would have the order in the end; that this was so well known that no old lithographing establishment would go to the expense of making sketches, or even to figure on the work if the sketch was submitted. But only experience teaches, and Hoke and Mylius know now that the wickedest thing on earth is not a dishonest bill poster. By the way, the bill posters throughout the country can begin soliciting the local agents of the Singer Co.; the posters have been ordered, and the locals will place them as they see fit.

Mylius seems to be hustling up quite a lot of work for his new employer, Old Crow Rye Whisky being one of the new people he has landed. All the solicitors have been up against this article for the past two years, but didn't quite connect.

Hoff's Malt Extract has a new 8 sheet, which is being placed throughout the New England States. It is an expensive piece of printing, but not equal in advertising force to any of their previous posters.

Mr. Springer, the receiver of the old Springer & Welty Lithographing Co., has brought suit against the A. S. Seer Print for copyright infringement. Springer says he caught them at it, and the Seer people own up, and say it was done on Springer's own order. The poster in the case is a scene from "Black Crook," and the matscene from Black Crook, and the matter may be further complicated by the Harry Miner Lithographing Co. claiming that Springer copied one of their pictures, on which Miner holds copyright. At last accounts suits aggregating \$200,000 had been started against Seer.

#### "It is a Condition, not a Theory, that Confronts us." BY JAM W. HOKE.

A mighty smart man used that expression once, and I am not ashamed to follow him. If he had ever tried to place bill posting throughout this mighty land of ours, he would have had less time for duck

ours, he would have had less time for duck hunting and for hobnobbing with Pier-pont Morgan.

The remarkably large number of cities, towns, villages and cross roads in these United States wherein the general com-mercial advertiser is unable to put out bill posting when he wants to, is truly sur prising to the beginner in this method of

publicity.

A prominent city in the East, having only one bill poster, has nothing but amusement paper on its billboards during the theatrical season, and the bill poster he can't take commercial work except during the summer months, but is very anxious for it then.

A well-known city in Iowa is similarly situated, also one in Louisiana, so we can't lay it to the slothfulness of the South or the unprogressiveness of the East And the funny part of the trouble is, that a man who should attempt to go into these towns and put up a good service, and encourage the general advertiser to use the billboards, would be given to understand that he was out of place; that the proper work for him was knocking sap from railroad ties; that another man had pre-empted that town and had an as-sociation franchise, and that opposition would not be tolerated

For some three months I have been trying to get some paper onto the billboards in these towns, and finally the advertiser expressed some dissatisfaction with my lack of progress, and thought he would like to try a whirl himself. So he took his pen in hand and wrote out an order, and shipped the paper, and in a few days and shipped the paper, and in a few days got a letter saying that the paper had been posted, "and please send me my

A letter was written to ask where the paper was posted, and another was sent to a salesman who happened to be within a hundred miles of the place, instructing him to go down and see how the paper was placed. The letter from the salesman was a revelation. He found all the paper posted, as charged for; but guess where? Way out in the suburbs, far from the haunts of men, and every sheet was pasted onto an old here resident. pasted onto an old barn, covering front, back and both sides. (I am not sure whether both sides meant outside and in-side, or right side and left side.)

The bill poster justified his action because all his boards were used by the theater during the season. It has probably never occurred to him that there is more lumber, and that space can be had for the

asking. Watcher goin' to do about it?

#### Death of M. J. O'Neil.

M. J. O'Neil, the first associate editor of the Bill Poster, and for many years attached to the advance forces of various circuses, died at his home in Cincinnation April 17, of an affection of the heart. Mr. O'Neil was a brilliant man, of versa-Mr. O Neti was a oritinant man, or versa-tile attainments. He was a writer of force, and possessed a vocabulary of al-most tropical luxuriance. At one time he handled all the St. Jacob's Oil adver-tising and contributed largely toward the early and phenomenal success of that re-

The large clothing manufacturers, despite their labor saving devices, have not been able to drive the merchant tailor out of existence, and neither will the poster printing establishments ever do away with the sign painter. In other words, there will always be a percentage of advertigers who prefer the timedage order. vertisers who prefer the "made-to-order"



#### **INTERNATIONAL**

#### BILL POSTING ASSOCIATION.

#### Preparations for the Convention.

The officers of the International Bill Posting Association are busy making arrangements for the St. Louis meeting. Special rates on all railroads will be obtained, and likewise special rates at all hotels. The Southern and St. James hotels write the secretary as follows:

St. Louis, April 24, 1897.

International Bill Posting Association.
Gentlemen—We notice in The BILLBOARD that your association meets in convention in St. Louis June 6th to 9th. We would like very much to have you call the meeting at the Southern Hotel, and make this your headquarters. You are undoubtedly aware that the Southern Hotel enjoys facilities for accommodating conventions or facilities for accommodating conventions or large meetings not afforded by any other hotel in the United States. At that season of the year the weather is none too cool, and our large corri-dors and parlors make our house very desirable

dors and parlors make our house very desirable on that account

We shall be glad to give you the use of our parlors or ordinary for meeting purposes, and any other rooms you may desire for committee rooms, free of charge, with proper attendance.

We would also make you a special rate of \$3 per day for any member of your organization, and where two people occupy the same room and bed we will make a rate of \$2 50 per day, each person. If convenient for any of your representatives to call at the hotel, I will take pleasure in showing you the rooms and parlors that we would give you on that occasion.

The rate I give you would be for the best accommodations we have, and we will do everything in our power to make your convention a pleasant and a successful one.

We would like to have you let us know as early as possible of your decision.

Very truly yours,

HENRY C. LEWIS, Manager.

St. Louis, April 25, 1897.

ST LOUIS, April 25, 1897.
International Bill Posting Association
Gentlemen-We will give the members and their ladies attending your convention, which meets in St. Louis in July or August, the rate of \$1.50 per day, American plan; \$1 and 75c per day, European plan

European plan.
The St. James is opposite the Southern Hotel, where you will be near headquarters.
Yourstruly, Thos. P MILLER.

The Wolverine Soap Co., of Portland, Mich., are going to test the boards. They have in work a one-sheet in colors, which ought to be completed by the time this issue reaches our readers. Bill posters should address the secretary of the company, Mr. W. W. Terriff.

VAN BEUREN'S LIST .- Sam Pratt, of the firm of A. Van Beuren & Co., of New York, has compiled a handsome catalogue of the posting stations and bulletin boards controlled by that firm. It takes seventynine pages, quarto, to enumerate them, and every page carries a sharp, crisp, tersely-put argument in favor of this style of advertising. It is neatly printed throughout in two colors, on a fine qualpaper, and, taken all in all, is the and most thoroughly sensible and business-like brochure we have ever had the pleasure of reviewing. The ordinary bill posting firm would doubtless prounce it expensive, but it is money well rested. Mr. Pratt is to be commended for his enterprise. It not only reflects credit upon Van Beuren & Co., but it redounds to the greater dignity of the business area. ness everywhere.

Dr. N. C. Davis, of Frankfort, Ind., has gotten out a fine 20 sheet stand. He will deal direct with bill posters. The Don-aldson Co. made the poster.

Portland Mfg. Co., Portland, Mich. have just gotten out a splendid 1-sheet. They deal direct, using chance-may-offer ice, and covering the entire country

The Marion Fruit Jar and Bottle Co., of Marion, Ind., who manufacture the famous Mason fruit jars, are having an immense edition of 1-sheets printed. They will cover the country, dealing direct with bill posters.

Phillips Advertising Agency, Oxford building, 185 Middle street, Portland, Me., are contractors for newspaper advertising, bill posting and fence signs. This is the first agency to give the advertiser his choice of the three mediums in one and the same office.

Vol. 1, No. 1, of Accountics is before us. We would like to see every bill poster in America a subscriber to this valuable magazine. Nothing would tend more toward improving the conduct of the office as it exists to day. We clip the first editorial of the current issue, viz:

This magazine goes forth with a definiteness of purpose that is in marked contrast to many of the publications that are started from time to time. It has one single object in view, and that is to impress upon the business public the fact that accounting is the vital element of business, and that for this reason it is entitled to a degree of recognition and to a breadth of use that has never yet been accorded to it.

Monthly. \$1.00 per year. No. 88 Wall street, New York City.

Bill posters who would like to see a model brochure for enclosing in letters of solicitation should write to the Central City Show Printing Co. of Jackson, Mich., for theirs, entitled, "Poster Advertising."

The Cross Printing Co., of Chicago, are justly famed for their letter heads Their creations in this line are exquisite. Bill posters, distributors, fair managers and especially sign painters should write for their samples, which are sent free.

There is one of the old school at Kokomo, Ind. His name is H. E. Henderson, and he is a relic of the dim and forgotten past, or else a modern degenerate. The California Fig Syrup Co. sent him eight 24 sheets and twenty-four 4-sheets, and on March 13th he sent them his bill for posting that amount of paper at 5 cts. per sheet for thirty days' showing. Some seventeen days after, or to be explicit, or March 30th, the inspector struck the town, and, much to his surprise, could not find a sheet up. Then he went on a still hunt and found that it never had been up. After considerable difficulty he finally succeeded in finding the paper and left the town, thankful that it had not been burnt up. This man Henderson is a member of the Indiana Association, a subordinate division of the A. B. P. A. Under the one-man law of this latter organization all its members endorse him and are leagued together to see that he keeps his grip on the town. They say to the advertiser: If you post Kokomo you must patronize Henderson. He is our

Isn't this a fine attitude for men of intelligence to assume.

#### Purely Personal.

Goshen, Ind.; G. F. McDonald, Montgomery, Ala.; J. H. Gray, Willimantic. Conn.; G. W. York, Haverhill, Mass., P. F. Schaefer. Chicago, Ill.; Clarence E. Runey, Waukegan, Ill.; W. D. Husted, Mansfield, Pa.; Frank P. Myers. Danville, Ill.; F. M. Groves, Evansville, Ind.; James M. Dishon, Terre Haute, Ind.; J. G. Loving, New Castle, Pa.; H. H. Tyner, Springfield, O.; Frank P. McLaughlin. Cripple Creek, Col.; George D. McGuire. Delaware, O.; Frank Collins, Park City, Utah; Frank M. Deuel, Kankakee, Ill.; Jos. F. Hastenplug, Red Bluff, Cal; A. H. Davis, Nashua, N. H.; C. M. Murphy & Co. Montpelier, Ind.; Wm. Comstock, Boonville, N. Y.; Chas, G. Gilmore. Oswego, N. Y.
A. H. Searles is secretary of the Curran Co., of Denver.—Ventura Bill Posting Co., of Ventura, Cal., is highly recommended.—Clarence E. Runey requests us to state that Charles G. Mevis, who tears down tin signs at Waukesha, is not a member of the International Bill Posting Association. He says their member at that point is Mr. Cad F. Mevis.—Mrs. Jas. C. Pierce, of Siebe & Green, of San Francisco, are very popular among advertisers on the Pacific Coast.

F. H. Bancroft, is city bill poster at Fresno, Cal. - Henry Werner, of Winona, sends us notice of a Spring Fair to be held at Winona this year. It is something of a novelty.—The firm of Lee & David, city bill posters at Clarksburg, W. Va., has been succeeded by David & Co.——
Dartt & Dartt, who manage Bache Anditorium, Dartt & Dartt, who manage Rache Anditorium, at Wellsboro Pa., are reaching out after bill posting.—Richter & Stone, is a new firm at Culman, Ala.—Ennis, Tex., is not very big, but it boasts of two bill posters just the same. They are J. D. Jones and Garrett Coe.—J. S. Craig, of Hastings, Neb., owns 20,000 feet of boards.—Harry F. Stoops, of Chattanooga, is enjoying a fine run of trade.—Baxter, of Richmond, Ky., was a BILLBOARD caller, April 3rd. Mr. Baxter was on his way home from Washington, D. C., where he had been sojourning since the inauguration ceremonies.—L. M. Harkness, of Stockton, Cal., styles himself the "Gas City" advertiser.—Thos. P. Day & Co., of Wilmington, N. C., have a fine line of boards.—Jake Tannenbaum, of Mobile, advises us that any work entrusted to Mr. Mike McDermott, Jr., will be properly attended to. He has the use of all of Mr. Tannenbaum's boards this summer.—F. R. Stone, of Middle-bury it worked. 

The has the isse will be properly attended to boards this summer of F in annenhaum's boards this summer of F in annenhaum's boards this summer of F in annenhaum's boards this summer of F in a paper ever published.——J. T. Henderson. Bloomington. Ill., has joined the International Bil. Posting Association.——J. P. Casimir, manager of Casimir Opera House, at Calvert, Tex., owns the boards at that point. — Waldman & Rettig own the boards at Galion. — The Waldman & Rettig own the opera house. Both are also engaged in other lines, Waldman as a salesman and Rettig as a liveryman.——Harry Gear, has instituted a service at Paso Robles, Cal. He controls the entitle of the control of the boards of the control of the boards in that city.——Chas. H. W. Reamer, and of of Delphos, O. has bought out his competitors and is now in sole control of the boards in that city.——Chas. H. Pierson, of Tyrone, Pa., wants a copy of a bill posting license ordinance.——H. C. sherman, has purchased the boards formerly owned by I. J. Kirby, of Boone, Ia., and is now the only bill poster in that thiving town.——There is no license at Ennis, Tex. Mr. J. D. Jones, commission broker and millers' agent, is the bill poster. He has about a thousand feet of boards. The Discusses should a control of the town of the Discusses in that city formerly owned by C. E. terry and now has sole control of the fown——Stop the press! Mike Shine, after three years' effort, has finally parted with a dollar for a year's subscription to THE BILLBOARD.——W. P. Pierce, of Salma, Kas., unites the business of bill poster, with that of banking. He is president of the Salma State bank.——Smith & Bibes, of Hearne, Tex., are reaching out after commercial bill posting.——Jim Curran has contracted with the Ringling Bros, for Denver, Colorado Springs and Pueblo. He furnishes them with the boards, lots, lithograph boards and convery deep the contracts.—We file furnishes them with the boards, lots, lithograph boards and conversed to the contracts.—We file following from the contracts.—We fi

#### THE BILLBOARD.

UBLISHED MONTHLY AT

127 East Eighth Street, Cincinnat, O., U. S. A. Address all communications

For the editorial or business departments to THE RILLBOARD PURLISHING CO.

Subscription, \$1.00 Per Year, In Advance,

#### ADVERTISING RATES:

Advertisements will be published at the uniform rate of ten cents per agate line; copy for dvertisements must reach us on or before the wenty-fifth of the month. Our terms are cash

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave. W. C. In Paris, at Bretano's, 17 Avenue del Opera. The trade supplied by the American News Co. and its branches. Remittance should be made by theque, post-office or express money order, or registered letter addressed and made payable to The Billboard Pub. Co.

The editor cannot undertake to return unsolicited wanwerth!

nanuscript; correspondents should keep copy. When it is necessary to wire us the instruc

#### MAY. 1897.

HISTORY proves that a question is never finally and fully settled until it is settled right. All of the temporizing on the question of slavery went for naught. Human bondage was a monstrous wrong, only to be righted by complete emancipation, and it is so with the "close" association in bill posting and all of the long list of evils it engenders and fosters. Its silly and futile coersive measures, its conspiracies, framed behind closed doors, its unmercantile expectations and demands, are wrong, all wrong. Think of a body of men, able-bodied men, conspiring to ruin the business of Mrs. Dundon, a widow, and the widow of a bill poster at that. The shame of it is a lasting reproach to the members of the Associated Bill Posters' Association, which will endure as long as the organization

Its blindest devotees and its most zealous upholders do not attempt to defend it. They cannot. Driven into a corner in an argument, they merely mutter "business is business" and relapse into

The "close" association is stifling all progress and development. It is time that the intelligent bill posters of America quit making compromises and adopted radical and decisive action.

WHEN the Hayeses occupied the White House it was conducted more nearly in accord with the ideas of the Women's Christian Temperance Union than it ever had been during any previous administra-They came as near realizing them as the subjected to such tirades of abuse, such

spirit manifested daily by the A. B. P. A. So long as an agent or advertiser ignores bill posters altogether and confines his attention to publications, he enjoys the good will of the officers and members of the organization. But just let him evince an interest in the billboards and attempt a trial of their merits, and at once he is subjected to every annoyance, discourtesy and abuse that a rabid ingenuity can devise. He is reviled, threatened, boycotted, all for no other reason than, he has attempted to patronize the billboards.

Where one persists, ten turn away disgusted with the petty narrowness of the men with whom they are dealing. This is why the billboards, with ten times the pulling power of publications, have less than a thousandth part of their patron-

A CORRESPONDENT—evidently a very young man, who is experiencing his first season in fair management, opines that our efforts to give the fair managers of the country a paper of their own is commendable. He also hazards the suggestion that if THE BILLBOARD was published in New York it would speedily meet with the recognition it deserves. We want to assure our young friend that THE BILL-BOARD is recognized and firmly established, too. Fair managers of experience everywhere take it and read it regularly, while fair followers, horsemen and privilege men rely on its fair list implicitly, and buy it in preference to all others. Cincinnati is the home of THE BILLBOARD and it is fortuitous and fitting that it is so. The Queen City originated the latter-day exposition. Her Agricultural and Mechanical Exposition was the first of its kind ever held, and the one after which all the others, even including the Centennial at Philadelphia, and the World's Fair at Chicago, were patterned. Although they are common enough to-day, Cincinnati's Annual Exposition was for years the only affair of the kind in the country. Taken all in all, we are inclined to think that we could hardly have hit upon a better place from which to issue a paper devoted to fairs, food shows and expositions.

Every now and then, too, some corres pondent discovers that an advertising paper is rather a queer vehicle to carry a fair department. If this paragraph should tion. The Hayes family were enthusiastic meet the eye of anyone entertaining a members of the organization, and made similar view we would like to ask him every effort to conform to its ideals. what a fair or a food show or an exposition is. Is it not first, last and all the obligations of the office would permit. time an advertising medium? What do Yet it is doubtful if any president was manufacturers and farmers exhibit their wares and products for? Is it not to adcensure, at the hands of the W. C. T. U. vertise them? What is the fair or the exposition itself? Is it not frequently, in

We see the same mean, short sighted fact, always, a method of attracting visitors to and thereby advertising some particular town or city? Now this being the case, what is more fitting than that they be treated from an advertiser's standpoint and in an advertising paper.

THE BILLBOARD

These are Yankee answers, but they get there. We have never seen any incongruity in the combination, and we do not believe that any exists, but be that as it may, THE BILLBOARD will continue to run its Fair Department.

CHAS. AUSTIN BATES always stoutly contended for truth in advertising. Probably no other advertising expert has advocated "the truth, the whole truth, and nothing but the truth" as tirelessly and persistently as he. Furthermore, he practiced what he preached. In an evil hour though he yielded to a desire that had long sumed him, and launched Criticisms. It is the old, old story. Criticisms had to have a circulation, and the great Chas. Austin fell. Bowled over as easily as any ordinary mortal. The account of the marvellous growth is thrilling, it iswell, just read it. None of the bald. crude fabrications of the ordinary circulation manager. Nothing clumsy or raw. On the contrary, it is artistically delicious. A delicate and subtle blending of fact and fancy, that bears the brush marks of the master hand. It is so beautifully drawn and so cleverly handled that one is loth to believe it is merely a - painting.

#### MORE LETTER FORMS.

 No. 7.—LETTER OF SOLICITATION. The following, used by J. O'Hearn, of Carbondale, Pa., is brief and to the point:

If you have any work in my line I will be main,
Yours truly,
J. O'HEARN.

Accompanying the letter is a neatly printed ircular, which reads as follows:

Carbondale, Pa., March 9, 1895.
To the Drug Trade, and
Advertisers in General:
We, the undersigned druggists, do recommend to you J. O'Hearn as a reliable Bill Poster and Distributor. Any work intrusted to him we consider that it will be properly taken care of, as he has been bill poster and distributor here for the past twelveyears.

nas teel up poster and the past twelve years. Tingley & McCartney, B. A. Kelly, J. S. Jadwin Est., Frank E. Dennis, Henry B. Jadwin, Morris & Spaeth.

No. 8.—LETTER OF SOLICITATION. Form for Sign Painters.

Have you need of publicity in this locali-ty? If so, allow us to commend our mural sign and painted bulletin service to your consideration. We offer you powerful, perconsideration. We only you portified per manent publicity at merely nominal rates. We have a corps of expert artists. Our signs are works of art. Our locations are the very best to be had. Can we say more? Sketch-es and estimates free upon application. Respectfully, No. 9. - QUOTATIONS AND PRICES. For Bill Posters

Answering yours of the prices are fixed by the would state that our Association, of which we are members. For a city of this size the Association schedule is as follows, viz.

Any paper with which you may see fit to favor us will receive our prompt and careful attention. Respectfully yours,

No. 10.-QUOTATIONS AND PRICES. For Bill Posters.

In reply to your favor of the ......inst., would state that we are unattached to any of the associations. Our schedule of prices is as follows, viz:

Allow us to particularly recommend our listed and protected service, which experience has taught us is the most satisfactory to our clients. If favored with your patronage, you can rely upon our best efforts being put forth in your behalf.

Respectfully,

No. 11.-QUOTATIONS AND PRICES. For Bill Posters.

wing. er also "chance-may-offer service cts. pe not risted or protected." at......cts. per sheet, not guaranteed for longer than....... weeks. This latter we cannot recommend.

t is ouly cheap. Hoping to hear from you at your earliest nce, we are, Yours respectfully,

#### No. 12.

We have yours of the......inst., and note the exceptions you take to the Association's schedule of prices Permit us to state that you, in common with a great many other advertisers, are laboring under a misapprehension of the real facts in this matter. The prices fixed by the Association are not exorbitant in any sense of the word. object of the association, moreover, is not to arbitrarily advance prices, but merely to secure uniformity in different sections of the country. This redounds as much to your advantage as it does to that of the bill poster. We assure you that we are only asking you a price that is fair and reasonable. Thank-

#### Ach. Gott! Another!

Ad Sense will appear shortly. It is a good name. It spells ad right—without the abreviation stop—and that is good. Its prospectus is good. We will wager the paper will be good. vill be good too. Do not know paper will be good, too. Do not subscription or advertising rates. Prospectus does not give them. It will be published monthly at 79 Fifth avenue. Chicago, Ill. We do not know who by Here is our best wishes, neighbor. If you can stand grief you will live, and if you live you may succeed. If you succeed, you may rest assured that the force and effort expended would, in almost any effort expended would, in almost any other walk in life, have made you a mil



#### "LEFEBVRE'S BUDGET.

[Address all communications to Donat Lefebvre, Manchester, N. H.]

President Clough has called the third annual convention of the International Association of Distributors for July 20. 21 and 22, and named Cincinnati as the place of meeting.

W. H. Steinbrenner has effected arrangements with Mr. Luke Hunt, of the Hotel Emory, whereby the large banquet room of this hostlery will be placed at tion. This hotel will also make a special

Distributors ought to keep a book in which to record the tips that appear from month to month in THE BILLBOARD En-ter them alphabetically, so as to avoid duplication, and then whenever you have a little spare time, say once every me send them all a letter or a circular to let them know you are still doing business at the old stand. It will frequently result in ne or a number of contracts, always pay for the expenditure involved in printing and postage

SPECIAL TO B. B. A. - We wish to warn all distributors against writing the Foster-Milburn Co., No. 293 Michigan street, Buffalo, N. Y. This firm does not care for the services of reliable distributors who make a business of such work. They pre r to give the work to the local druggist to be distributed in the way he thinks ising matter, it's nobody's business but that of the firm in question. They have a very small opinion of distributors who report any bad distributing done by their men. They wish it understood that they can run their business without having their mail flooded with letters reporting waste. So save your stamps, at least as long as Harry Thorp Yars remains secretary of the concern

Tips. -Wellman & Wansel, Defiance, O.; J. Stackhouse Co., 532 Arch street, Philadelphia; Gross Cereal Co., Ft. Wayne, Ind.; Hower Cereal Co., Akron, O.: Ken nedy & Kergan, Detroit, Mich., No 148 Shelby street: Kickapoo Ind. Co., Chapel stre.t. New Haven, Conn.; W. T. Hanso Co., Schenectady, N. Y.

The Bridge City Pharmacal Co., No. 210 Calhoun street, Fort Wayne, Ind., is a young firm, but will make it a success. hev intend to do lots of advertising. Better write them.

J. A. Clough, Chicago, has contracted 275,000 for the California Syrup of Figs. They appreciate good work, hence the contract given.

The rumor in our last notes concerning young lady's sudden death, presumably by taking an overdose of a cough cure remedy samples distributed here, is laid bare. The autopsy revealed that she had used mineral poison, probably mercury, for some time past, administered by some unknown persons, and this was the cause

Genial "Pete" Cooley, of Binghamtor N. Y., has a special system by which he 'detective work'' on all work distributed there, and, suffice it to say, if the work is not done right it is reported vith facts clearly proven

In the advertising field evidences of great activity are becoming more and more apparent. Furthermore, the houses that show the most marked signs are among the largest, best and oldest establishments in the country. This is a sure indication of the pear are indication. indication of the near approach of good

There is no paper in the world that a distributor can advertise in to the advantage that he can in THE BILLBOARD. Every advertiser, large or small, who uses, used, or contemplates using, the serreads the paper regularly.

Distributors who now and then find themselves with a superfluity of spare time on their hands will do well to write to the Mineteaux Soap and Chemical Co 28 F. Third street, Cincinnati, who ad vertise for agents in this issue of THE BILLBOARD. They extend an inger offer that enables any one who half tries to earn from \$20 to \$40 a week until the town is completely worked over. The firm is entirely responsible and reliable.

It is past all understanding why advertisers possessed of good average intelligence persist in entrusting their distribmatter to messenger compan They invariably get boys' service by so doing, and it is often worse than no service at all. Yet they do it, and that, too, when they can find right in the same block a distributing bureau operating a corps of faithful and experienced men. The following clippings from the Ad-

vertiser's Guide, published by honest Stanley Day at New Market, N. J., are self explanatory. No further evidence of the duplicity of this person Congdon is to convince sensible distributors needed to convince sension that they want none of him, his paper or

"Some time ago we got a copy of the Adver-tiser's Guide, and seen so much about the Phila-delphia Sun being a 'puller,' we concluded to try it. try it.

"We have done so. We had a ten line ad in February number, and the result is, nothing—

cornary number, and the result is, nothing— at a single reply to our ad, and our ad is the est in the paper. The Sun is an utterly worth-as advertising medium sing medium resty's sake, don't recommend the

C. A. WILSON & CO., 136 Wade St. Cincinnati, O., March 12, 1897.

Stanley Day.
Sir—In the name of justice and truth never again recommend the Philadelphia Sun to any one as an advertising medium.
We will bet you so, and place the money in the hands of George P. Rowell & Co., that either the has not a circulation of 1.000 copies an issue, hat L. Lum Smith, formerly of the Agents' rid, is at the head of the Sun.
Yours truly, C. A. Wilson & Co.

Yours truly, C. A. WILS CIRCULATION QUESTION. CIRCULATION QUESTION.

New Market, N. J., March 15, 1897.

C. H. Congdou, Esq., The Sun. Philadelphia, Pa.
Dear Sir—Kindly inform me how many Feb.
issues you mailed, and I would certainly like the
P. O. receipts, which I will promptly return.
Yours truly,

THE SUN.

THE SUN.

(Personal and Confidential.)
Philadelphia, U. S. A., March 22, 1897.
Stanley Day, Esq., New Market, N. J.
My Dear Sir—Your patrons have not had the usual good returns from the You for the reason that a slight "difference" with the Postoffic Department has interfered with the Postoffic Organical Holling of the issue. The entire edition will be mailed, now-ever, and if your patrons are not satisfied with the returns I will find a way to satisfy them. I had hoped to get the thing fixed up before it attracted any attention. Yours very truly,

CLEM. H. CONGDON.

In matters such as are reterred to in the above, affecting the interest of advertisers, a request to

consider the information personal and confidential should not be made, and I cannot recognize the necessity of keeping such facts in the dark. The greatest effort should be made to let the truth be known.

S. D.

Vol. 1, No 2 of The Progressive Agent, an up-to date journal for agents and dis-tributors, and those who employ them, is before us. It is published monthly at 1113 Arch street, Philadelphia, Pa. Candor compels us to state bluntly that we do not like the combination. Agents and distributors have nothing in common. The dual role is incongruous, and, besides, savors strongly of The Sun, The Agents' Herald and other publications of that ilk These latter belong to a class of periodicals commonly called sample copy papers; that is, they have little care for bona fide subscribers, their editions being mostly mailed free to lists of names in the interest of mail order advertisers. These names are largely those of persons resident in villages and rural districts, and few, if any, ever find their way into the hands of advertisers. It will be seen, therefore, that it is sheer folly for a real distributor to waste his money in advertising in them. They are not, and never can be, a medium of communication between advertisers and distributors.

Whenever you see a distributor seriously soliciting business by patronizing the columns of publications of this stamp, you may safely set him down as a novice

or a rank sucker

Papers of this kind are excellent mediums for mail order advertisers. An adment will frequently bring almost returns on the fourth, fifth, or as good returns on the fourth. insertion as it does on the first, be cause, as a rule, the list of names is changed each month but distributors

The subscription price being merely nominal, usually 25 cents per year, it would seem that their tips and pointers should at least be worth that, but it must e borne in mind that as there is no sincerity behind their pretentions, their matter is carelessly and perfunctorily piled, and it is, therefore, unlikely information of worth or value can

#### Purely Personal.

The Defiance Distributing Bureau, succeeds F. P. Elliott, at Defiance, O.—H. K. Apple, is the right man at Indiana, Pa.—A Dettelbach, of Santa Fe, New Mex., writes us that he cannot do without THE BILLBOARD, which reminds us that distributors in general are finding the paper, if not indespensable, still a great convenience.—Richter & Stone, with offices at Richter's Hotel, Cullman, Ala., have embarked in the distributing business.—Geo. W. Vansyckle, of Indianapolis, continues to enjoy the same large patronage which has always been his.—The W. H. Bathgate Advertising & Distributing Co., have a splendid list of references, both local and foreign.—J. E. Stroyer, of Rochester, N. V., is well spoken of by his patrons.—Thos P. Day & Co., are the right parties at Wilmington, N. C.—David & Co., of Clarksburg, W. Va., is a new firm at that point.—Donat. J. Lefebre, writes us that THE BILLBOARD is getting more N. C — David & Co., of Clarksburg, W. Va., is a new firm at that point. — Donat. J. Lefebvre, writes us that THE BILLBOARD is getting more and more interesting every month from a distributors point of view. — Thos. Kain, of Middletown, N. Y., is going to make a change in the name and policy of his paper, which will be of great interest to distributors Write him — Vansyckle seems to get about all the Indianapolis distributing that is worth having. — Haynes, of Ironton, has been investigating Congdon on his own account and finds that we had him about distributing that is would have a laying, of Ironton, has been investigating Congdon on his own account, and finds that we had him about right.——Wm. H. Fogg Twombly, writes as follows: "If I could not let my work speak for itself rather than take shelter behind a license, I follows: "Il coud not let my work speak for itself rather than take shelter behind a license, I would quit the business."—Distributors everywhere should write John Budd, circulation manager of Pennsylvauia Grit, Williamsport, Pa. He is going to sample copy all sections of the country.— E. Bridger, of Atlanta, says that Radway's, Kilmer's and the World's Dispensary paper at that point was very poorly handled.—Jno. H. Jones, of Baltimore, Md., displays a good caption on his lettter head i. e. "Distributing executed honestly and judiciously." There is a world of meaning in that word "judiciously," It comprises all there is knowing how. It implies tact, experience and discriminating intelligence: and furthermore, it has a convincing ring that will inspire confidence in the heart of an advertiser.—James L. Hill, the efficient and hustling secretary of I. A. of D, tried hard to have the convention held at Nashville, but the preponderance of opinion was against it. nustling secretary of I. A. of D, tried hard to have the convention held at Nashville. but the preponderance of opinion was against it.—
W H. Case, indorses Cincinnati for the convention.— J. A. Clough, of Chicago, now keeps sixteen experienced men constantly employed.
— Jas. Donaldson, of Ithaca, Mich, says that Congdon paid him and asks that we give him credit for so doing. This we do cheerfully and will keep it up as long as Congdon does—
W. H. Case, of Fort Wayne, advises us that he "can't keep house" without The Billboard.

the fake Union Distributing Co. of Chicago, an has not found it out yet.——C. M. Murphy & Co., of Montpelier, Ind., discovered THE BILL-BOARD on a newstand in that city, and are highly pleased over their find.— John M. Eyans, of Youngstown, Ohio, writing under date of March Youngstown, Ohio, writing under date of March 13 says: "I am going out to-day for the first time in six weeks. I have been very sick." Mr. Evans has had twenty-five years' experience as a soliciting clerk for a Youngstown firm, and knows the city and county like a primer—
W. H. Bathgate, of Portage. Wis., says business is good, with new patrons every month and prospects good.—C C. Williams, of Peacham, V., likes PHE BILLBOARD very much.—R. H. Lee, Jr., is proprietor of the Buffato Distributing Bureau, at 186 Pearl street, that city—C L. Bureau, at 106 Pearl street, that city — C. L. Munkel manages the Integrity Advertising Agency (distributors), with offices at 27,76 Garnet street, Philadelphia. — M. J. Sonneborn, Morgantown, W. Va., is a new one— W. E. Burke & Co. No. 2729 Melpomene street, New Orleans, are conducting a service. — Mark A. Bondy manages the National Distributing Association at 17 Winder street, Detroit, Mich — F. M. Black, of Colorado, Springs, who represents the Curran Co. at that point, is thinking of joining the I A. of D. — Lack of space prevents our quoting from letters received from the following distributors during the past month, viz. F. W. Riley, Marlboro, Mass.; L. A. Pearson, West Milton, O; W. D. Dixon, Milwaukee, Wis.; Thomas Kain, Middletown, N. Y.; P. M. Goettel, Sunbury, Pa.; A. J. Blair, Milton, Pa.; James B. McConnon, Dayton, O.; H. C. Tully, Mechanicsburg, O.; W. S. Jones, Binghampton, N. Y.; Geo. W. Vansyckle, Indianapolis, Ind.; Howard N. Holshouser, Covington, Tenn.; J. H. Haynes, Ironton, O.; H. Jos. Harth, Paducah, Ky.; C. H. Wright, Glasco, Kan.; Frank Gee, Valley Falls, Kan.; Rdw R. Bridger Atlanta Ga. I. R. W. Vansyckle, Indianapolis, Ind.: Howard N. Holshouser, Covington, Tenn.: J. H. Haynes, Ironton, O.; H. Jos. Harth, Paducah, Ky.; C. H. Wright, Glasco, Kan.; Frank Gee, Valley Falls, Kan.; Edw. B. Bridger, Atlanta, Ga.; J. R. F. Allen, New Orleans, La.; Henry Fuchs, Sacramento, Cal.; S.; J. McMauis, Ambrose, Pa.; Ernest M. Hazelton, Dover, N. H.; Herman Delker, Junction ity, Kan.; P. G. Stout, St. Louis, Mo.; W. L. Goldsby, Petersburg, Ill.; Robert H. Johnson, Warren, Pa.; G. C. Wilkison, DeGraff, O.; S. M. Craig, Austin, Tex.; Henry A. Berkins, Winona, Minn; W. S. Bye, Cedar Rapids, Iowa; J. T. Hudson, Pittsburg, Pa: C. C. Wilkisms, Peacham, Vt.: Frank H. Dinsmore, Coshocton, Ohio: Fred Will Klickerman, San Antonio, Tex.; C. H. Young, New Orleans, La.; W. P. Hunter, Carmi, Ill.

J. H. Bell, of Staunton, Va., wants a copy of the March Billboard. We are out. Can any of his brother distributors accommodate him?——Walter H. Baker, of Waynesboro, Pa., writes as follows viz. "Ill. vegrard to the Neighout Discontinum of the proposed to the Neighout Discontinum of the Parken, Parken, Palender L. Baker, of Waynesboro, Pa., writes as follows viz. "Ill. vegrard to the Neighout Discontinum of the Parken, Palender L. Baker, of Waynesboro, Pa., writes as follows viz." "Ill. vegrard to the Neighout Discontinum of the Palender L. Baker, of Waynesboro, Pa., writes as follows viz." "Ill. vegrard to the Neighout Discontinum of the Palender L. Baker, of Waynesboro, Pa., writes as follows viz." "Ill. vegrard to the Neighout Discontinum of the Palender L. Baker, of Waynesboro, Pa., writes as follows viz." "Ill. vegrard to the Neighout Discontinum of the Palender L. Baker, of Waynesboro, Pa., writes as follows viz." "Ill. vegrard to the Neighout Discontinum of the Palender L. Baker, of Waynesboro, Pa., writes as follows viz." "Ill. vegrard to the Neighout Discontinum of the Palender L. Baker, of Waynesboro, Pa., writes as follows viz." "Ill. vegrard to the Neighout Discontinum of the Palender viz." "Ill. vegrard of the Neighout Palen

J. H. Bell, of Staunton, Va., wants a copy of the March BILLBOARD. 'We are out. Can any of his brother distributors accommodate him?—
Walter H. Baker, of Wayuesboro, Pa., writes as follows, viz: "In regard to the National Distributing Association of Philadelphia, of which Clem. H. Congdon is president, don't think much of it. I belonged to it over one year and never received one cent s worth of work from them. I also sent an ad to the Sun, and sent the money in advance to Clem. H. Congdon. A few weeks after he asked me to pay it again. I am done with them."—When a man is bunkoed he does not generally glory in it and boast about it. There are exceptions to the rule, however, as instance one Schaeler, of Port Chester, N. Y., who is up against the National Distributors' Association and glad of it.—F. P. Elliott, of Defiance, O, is well recommended.—Clem. Burnsworth brilliantly boasts of doing work at 40 cents a thousand.—E. L. Bates writes us that Congdon paid him.—Under date of April 12, Mrs. G. E. Fisher writes as follows: "Mr. Fisher's health continues so low that he will soon have to give up all work in compliance with his physician's orders, and go to a warm climate; yet there is little hope of a complete recovery even in a warmer climate"—W. J. Kryder, of Dowagiac, Mich., in renewing his subscription

yet there is little hope of a complete recovery even in a warmer climate" ——W. J. Kryder, of Dowagiac, Mich., in renewing his subscription assures us that he cannot get along without The Billboard. —John J. Tischner. of North Cramer Hill. N. J., is highly spoken of.

Benj. Miles, of Huntington, Ind, is handling Califoraia Fig Syrup, Dr Shoop, and Kilmer, besides other well known firms. Miles is making a success of it simply by giving satisfaction. It is the easiest and quickest way to succeed, when all is said. —W. W. Densmore, of Mount Carmel Ili, is one of Congdon's lambs who has not is the easiest and quickest way to succeed. when all is said.—W. W. Densmore, of Mount Carmel, Ill., is one of Congdon's lambs who has not discovered that he has been shorn as yet. He distributed the 10,000 circulars that Fred Jenks, of Elgin, refused to handle. In view of which, this paragraph from his letter head is amusing: "Six thousand circulars will cover my entire territory thoroughly. Any more would be wasted. I charge \$2 for putting out 1000 circulars of any kind, and direct the work myself."—W. H. Case notifies us that mail addressed to W. F. O'Connor & Co., New York City, is returned by the postal authorities, marked "fraudulent." O'Connor & Co., New York City, is returned by the postal authorities, marked "fraudulent."

—C. H. Wright, of Glasco, Kas. is thinking of instituting a service at that point. He would like to have some distributor write him how to go about it —A. Verkins manages the Winoua Distributing Co. —David & Co. of Clarksburg, W Va., sent out a cunning little envelope just large enough to contain a small business card. It is odd, and consequently a good advertisement. —Donat J. Lefebvre does not approve of character impersonation in combina-tion with distributing. An admirable article from his pen on this subject is unfortunately crowded out of this issue.

#### Exhibiting.

The legitimate us: of store windows is to attractively exhibit samples of the goods in the store. Properly handled they constitute an advertising medium of great value There is no way to "key" the results from a window, but if there were it would surprise most merchants. A very large percentage of men, when they conclude to buy shirts, shoes, neckties or a hat, walk down the street where most of the outfitters of the town are congressated, and make their selections from the windows. There are the goods and there is the price—there could be no better advertising. The merchant who is careless about his windows loses an incalculable amount of trade.—Brains.

burg. Albion Electric Soap Co., Kalamazoo,

Allen Medical Co., Boston. Burrell, H. T., Boston.
Custer Medical Co., Parkersburg, W. Va.
Calenburg, H. E., Co., New York.
Dudley, F. C., Bath, N. Y. England, W. H., New York. European Importing Agency, New York. Fidelity Loan Association, New York. Griswold, W. H., Troy, N. Y. Guarantee Crayon Portrait Studio, New

Globe Nursery Co., Rochester, N. Y. Hughes, C. D., & Co., New York. Home Study Association, Ann Arbor,

Keating System Co., Chicago. Kelley, D. H., Oneonta, N. Y. Levell, L. S., Toronto, Ont. Moulton W A., Adv. Co., Cleveland, O. Michigan Medical Institute, Albion, Mayer Drug Co., Oakland, Cal.

MacRae, Major D., Boston.
Manhattan Investors' and Security Co., New York. Medical Electrical Co., New York.

Morton Mfg. Co., Muskegon Heights,

N. T. Aurophone Co., New York. National Electric Water Lock Co., New Pierce, D. T., Jr., New York. Platt, G. W., Toronto, Ont. Platt, G. W., Toronto, Ont.
Randall, S. F., New York.
Rose Drug Co., Birmingham, Ala.
Red Star Watch Co., Chicago.
Standard Medical Co., Cleveland, Ohio.
Skeels, S. B., M. D., Toledo, Ohio. Sauveur, L. C., Philadelphia Sherman, W. O., Providence, R. I. Thurman, J. B., & Co., Chica Thurman, J. B., & Co., Chicago. Universal Cash Register Co., New York-Wynkoop Bros., Milford, Del. Ford Co., New York. Wright, A. M., Dr., & Co., Albion, Mich. Wilson, R., New York. Western Fruit Farm Co., New York. West, J. C., Medical Co., Chicago. West, J. C., Medical Co., Chicago. Yockell, A., New York. Roy W. Crabb, Lima, Ohio. Dr. J. M. Craig, Omaha Bldg., Chicago. Delaney Oil and Grease Co., Milwaukee.

Garwood Candy Co., Evanston, Ill. Garfield Medical College, Chicago. Jud B. Harris, Fort Wayne, Ala. Health Capsule Co., Chicago. James Lancaster, New York. Lima Book Co., Lima, Ohio.
A. C. LaCombe, Los Angeles, Cal. A. C. LaComoe, Los Augeres Niles Medical Co., Chicago. Dr. H. Peffley, Indianapolis. Oriel Medical Co., Chicago.

M. L. Roeder, St. Louis. E. J. Swaveley, Roanoke, Va. W. O. Sherman, Providence, R. I. Charles R. Stanfield, New York.

#### Posters.

When the reproduction of wood-cuts in colors as invented, it was not long ere business men apped at this manner of introducing their was invented, it was not long ere business men snapped at this manner of introducing their wares, and the "poor man's picture gallery" spread over every hoarding throughout the British Isles and much of America as well. Theatrical managers and compounders of patent medicines especially caught at the new idea; the most thrilling blood and thunder scenes, and miraculous "Before and Afters," setting forth the virtues of Bolus' Pills and Good's Sarsapprilla, decorated the whole country-side—gaudy, badly executed prints, struck from wooden blocks that super-imposed one cross-hatching of color upon another. That the touch of Milas has tempted the gods from off Parnassus I am afraid we must acknowledge when we see the chefs-d'-acuvre of such painters as Millais, Van Haanen, Landseer, Edouard Frere and the French Millet figuring as advertisements for soap, bicycles and cigarettes. Less reprehensible appears the work of that odd, quaint, often grotesque, school of incoherents who have raised artisans and diverted the advertising placard from its original utilitarian purpose into the realms of genius. Indeed, apart from certain mannerisms, we have much to thank them for; even those realists who sarcastically declare they are not cultivated up to admiring "turqoise cows standing in magenta meadows" must allow a marked improvement on the whole, in the mural advertisements of to-day over those of the they are not currivated up to cows standing in magenta meadows" must allow a marked improvement on the whole, in the mural advertisements of to-day over those of the early sixties.—Advertising World.

#### The Deadly Parallel.

ueer, isn't it, this combination from the pages Cheerful Moments, devoted (?) to the interests distributors, April number. 1897?

Page 6, Column 5. Same page, advertising column. Editorials—
Funny how many fake Advertising—
column.
Funny how many fake Advertising—
column.
Solumn, advertising—
column, adv

Editorial column,
Page 6.

New crop of advertisers who offer sums to penses to distribute circulars disculars; sample and contributed. Their "little tract for 10c.
joker" appears in their requirement to send 4c to 20c for terms or samples. Their scheme is a chestnut and only distributes for men to

Contracts for men to distribute circulars; only Unt. Mfg. & Pub Co. Cohoes, N. Y.

Go slow in taking the business of supplying wanted; 5c each, or \$5 addresses. They are a per 100, is paid by us for class hard to get, and must be endorsed by a for book and instructions.

tions. K. E. Novelty Co., Beaver Springs, Pa.

The National Distributing Association of Detroit, Mich. (M. A. Bondy, manager), makes a price of \$1.25 per thousand and offer 15 per cent discount on all orders over 10,000 pieces. It is interesting to note the way prices vary among distributors. They range all the way from \$1.25 to \$2 50 per thousand. Often you will find two distributors in the same town with different arise. with different prices, as, for instance, right here in Cincinnati, Steinbrenner's rules at \$1.50 for large contracts, while the Chapmans demand \$2, each, stoutly contending that their price is the right

Of necessity, price must be based upon cost. No one will dery that it costs more to distribute the outskirts and suburbs of to distribute the outskirts and suburbs of a city than it does the congested center. The houses are further apart; as a rule, they set back in a yard a considerable distance from the sidewalk, and trips back and forth to refill the sacks consume time and car fare. Yet distributors always want enough books or samples to include these out-lying districts. Strange, is it not?

But strangest of all is the offer of the National people of Detroit, who offer a discount to advertisers in order to secure this less lucrative work. They practically say to advertisers: "It will cost you \$1.25 per thousand in the city proper, but if you will include the suburbs we will do will include the suburbs we will do the whole thing for \$1.06 1/4 per thousand."

There is something wrong here, but we do not know just where or how. Will some experienced distributor tell us "where we are at?"

### Newspapers and Magazines.

One paper maker recently bought five tons of re-turned copies of one issue of one magazine. Five tons is ten thousand pounds. Two interesting questions suggest themselves to an advertiser's mind: How many copies go to the pound? What is the name of the magazine?

A German statistician estimates that 12,000,000,000 copies of newspapers are printed every year. The Germans are good at figures, and this particular one is in danger of a flood of propositions from those in great need of a circulation liar.

In Cincinnati, Chicago and St. Louis, those copies of Munsey's Magazine which were for sale on the newstands, were mutilated. The advertisements of subscription agencies were torn out before they were offered for sale. The other side of the page always contained advertisements of innocent parties, but of course, they went, too All other magazines containing the objectionable advertisements were similarly treated. Among others. The Delineator, McLiure's, Gudey's, etc. The tearing was not confined to the above three cities, either. It was general throughout the country.

#### Newspapers.

Beware of the man who tells you that he has the best paper on earth. He is a liar.—Push.



of prevention—a pound of cure. Do not let your

costly advertising matter fall into hands of fakirs.

### Use An Ounce of Prevention!

i. e., Employ Vansyckle.

Vansyckle Advertising Co., Indianapolis, Ind. G W. VANSYCKLE, Manager. 

# SMITH & BIBES, BILL, HEARNE, TEX.

COMMERCIAL WORK A SPECIALTY.

Estimates furnished.

We have the Best Stands and are perfectly reliable.

If you advertise judiciously. Let the people know what you have. A sample, a well-written booklet, or circular will do

But it must be Distributed in the right way to increase your trade.

> Now, that's our business, we mean it. Our trade is to create a demand for your goods. Correspondence

D. J. Lefebvre Advertising Co., Reliable Distributors,

P. O. Box 483. MANCHESTER, N. H.

Gold or silver! - Hennegan & Co.

# POSTER **PRINTERS**

719-721 Sycamore Street, CINCINNATI.

Send for Catalogue and Sam-

# Poor Distributing



is rather too swift a pastime for advertisers to indulge in. & DON'T come to me for that article. & We do not keep in stock. & Never did. & Never will. & & You want good, intelligent, result-bringing distributing. I do good good, intelligent, result-bringing distributing. Don't you think we should agree. LET'S GET TOGETHER.

Established 1892.



# W. H. Steinbrenner,

Room 609, Lincoln Inn Court, 519 MAIN STREET.

Cincinnati, Obio.

By McCall, Ad-Writer, Saratoga Springs, N. V. DESESTATION OF THE PROPERTY OF

## Signs & Sign Painters

Address all communications for this department to R. H. FORGRAVE, Pickerington, O.

To test gold leaf for purity, drop a drop or two of nitric acid on it. Impure leaf is readily attacked by the acid, while it shows no effect whatever on gold that is

A subscriber wishes to know the difference between aluminum and luminous paints. They are two entirely different products. Aluminum is a metal and comes both as a solid and in bronze form. Many of the metal letters now used on glass are made from this metal. It does not tarnish, and its lightness recommends it highly for this purpose. Aluminum bronze is used in various ways, principally for painting letters on glass and in decorations. Luminous paints are made from calcium sulphide and a varnish made for the purpose. They are made in different colors. It is said that the calcium sulphide made in this country is unfit for the purpose According to the best authority, the Bullock & Crenshaw Co., philadelphia, are the only dealers in this country that handle the only kind that gives satisfaction. Their brand is permanent. It is costly, but, like many other things in the paint line, a little of it goes a long ways. This would be an excellent thing with which to paint letters on wagons and windows, and other sur-faces that do not require much paint, as it can be read as easily the darkest night as in the day time.

During the winter we feel that we are painter, but now that the circus poster is flapping on the billboards we feel like Jonah did when the whale spit him out flabberdasted like.

IMITATION STAINED GLASS.—Sugar of lead, ground fine in bleached oil, with a little varnish, well mixed and put on with a stiff brush, says the Decorators' Gazette. will give a good imitation of ground glass.

Dick-"But how do you know he is a sign painter?"

larry-"Because he wrote a sentence and spelled four words wrong, and put all the apostrophes in the wrong place."—

Boston Transcript.

To clean signs, take good whiting, warm water and a rag. Saturate the rag in water, then dip in the whiting and rub on the letters, when the dirt and grease will disappear as if by magic. Rinse with clean water. This will not soit the most dalicate colors. lelicate colors.

A correspondent asks what is the best black back-ground for signs. In my opin-ion, there is nothing better, nor more lasting, than Dixon's Silicia Graphite. It is made of black lead and silicia, and is practically indéstructible. It covers well. while its spreading capacity is nearly equal to lamp black. Sulphur fumes have no effect on it, and it works either on iron or wood.

This is the season of the year when sign painters are usually busy. Have you, during the winter, thought up some scheme that will catch the public?

The best signs are those which are emblematic—those which have a figure to show what it is that is being advertised that possesses character. These signs give to the sign painter a chance to display novelty and originality. Thus, a sign for a ball club should have some of the paraphanalia used represented by a drawing. A sign for Odd Fellows' should have the three links displayed. the three links displayed. In fact, all signs that are connected with any thing that is represented by an emblem have that emblem displayed.

This is an age of investigation and invention. In all avocations of life we find those who are continually striving to get some thing new. Hence, we say, if the sign painter wants to keep in the boat, he must paddle a little himself.

THE BILLBOARD

Good results may be derived from practicing laying out and spacing different. combinations. M, W and I are the most troublesome in this respect.

The more ornamental the ground work f a sign is, the greater should be the contract between it and the letters.

INK FOR WRITING ON GLASS -According to Painting and Decorating, the following mixture makes a good ink for writing on glass: Dissolve 36 gr. of sodium fluoride, 7 gr. potassium sulphate in 500cc water; dissolve also 14 gr. of chloride of zinc in 500cc water. For use, mix equal parts of the solution, and apply with a brush. After half an hour the letters appear in matter etching. Truit etters appear in matt etching. Try it. You will be surprised at the result.

Good work creates its own demand. iccessful man is always sought after, no matter what his calling.

However graceful appearances letters may have, they never look exactly right without they are symmetrical in shape. That is, they should follow a general line of form, each with the other.

Neuste Erfindungen says a new process been devised, whereby the design is drawn full size on paper. The letters are then cut out, taking care to keep the edges clean and sharp, and pasted on the glass in the same position they occupy on the drawing. The glass inside the boundary of the sign is then painted, with the background color cutting in sharp round the edges of the pasted-on letters. When the paint is dry, the letters are removed by moistening them, and gold or alumi-num leaf applied to the vacant spaces, or colored mica or thin scales of mother of pearl may be scattered over the semi-dry gold size, and finally backed up by a coat of lacquer. Of course, this applies to sign work on the inside of glass windows, or similar places.

The tendency at the present time is towards plain lettering. Particularly is this true of advertising sign painting. And we believe it is for the best. Too much shading and scrolling makes a sign hard

In doing over an old sign, where the paint is not to be burnt off, use what is known as steel wool. You will find that it cuts much faster than sandpaper, and the surface will be just as smooth. A pound of it will last for a long time, for, when it becomes gummy and dirty, a little excelsior may be put on it, or some turpentine poured on it, and the dirt burned out. It is made of steel shavings, and fire does not hurt it. Any dealer can

Work, whether good or bad, is an advertisement. Consequently, it should not be rushed to its detriment. Trying to do work fast is commendable, but it should not be done fast, if, at the same time, it annot be done well.

Good turpentine is essential to good work in sign painting. Put a drop on a piece of writing paper. If the turpentine is pure, it will leave no stain on the paper when evaporated.

There are many sign painters throughout the country who do not have work more than one half of the time, and some not that. If they would take up bill posting and distributing in connection with their sign painting, they could make a good thing out of it, and, at the same time, each would help the other.

Put life in the sign if you want it to

It has not been so many years ago that the black and white sign was invariably the rule; but since the advent of the advertising sign painter, with his ways that are vain and curious, it has been exception. There is a great deal of black d, but not in connection with white. Blue has largely taken its place as a ground color, while in the pictorial sign the coloring is done on artistic lines as far as possible. Hence, the sign painter far as possible. Hence, the sign painter should study color effects as well as let-Good ideas may be obtained by

The following make good and effective combinations for signs where there is no pictorial work: I. Background of yellow ochre; plain black letters, lighted with white; quite showy. 2. Flat blue ground, with letters traced in rather broad outline with gold. 3. One-half of the ground in white, the other half in light blue, edges blended into each other, letters brown and lighted with gray, and may be picked

having a large surface and practicing on

it with water colors.

Some of our best ready-mixed paints are made by mixing the pigment with a vehicle made of linseed oil and sal-soda water, or lime water, half and half. Take a small handful of sal-soda and put in a gallon of water, then mix with this a gallon of oil; stir in a little sulphate of zinc, and you will have an oil that will wear and look equally as well as pure linseed oil. Thin with benzine. Lime water will do the same, but it is harder to spread.

#### Purely Personal.

#### Every Man to His Trade.

William F. Cody, better known as "Buffalo Bill," has gone out of the newspaper business, the Duluth (Minn.) Press, in which he was interested, having been merged into another paper.

—The Fourth Estate.

#### What Aeronauts Might Do.

What Aeronauts wight Lo.

Fame is in receipt of a circular sent out by the Jewell Brothers, of Buffalo, advertising their performances with balloon and parachute at county fairs. The letters of commendation that appear therein are very effective. But why wouldn't it be a good thing for these skilled aeronauts to start an advertising agency on their own hook, and make a good margin of profit over and above what they get from Fair managements, without lessening the value of their show in the slightest degree? Signs painted on the balloon would lessening the value of their show in the sight-est degree? Signs painted on the balloon would not long be exposed to the eye of the public, but they would attract intense interest while the ascent was going on, and they would be talked of so long afterwards that it is a serious question whether advertisers would not find that their money had been well spent.—Fame.

#### W. D. REDINGTON.

The subject of this sketch, whose portrait appears on our first page, first saw the light of day n Otego, New York State, about forty years ago At the early age of thirteen, his father, a contractor and builder, died, leaving him with nothing but his own resources to make his way in this big world. Mr. Redington, at that early age, hired out to a farmer, and instead of spending his spare time like most boys of his age, de-

this big world. Mr. Redington, at that early age, hired out to a farmer, and instead of spending his spare time like most boys of his age, devoted it to study. His attention was directed to telegraphy, then comparatively in its infancy, which, after surmounting the most c'iscouraging obstacles, he mastered, and at an age when most young men were enjoying themselves he had assumed the responsibilities of a full-fledged telegraph operator. This profession he followed successfully, steadily ascending the ladder of promotion until he became train dispatcher, which position he held until two years ago, when he resigned to accept his present position as manager of the distributing department of the large and well-known medical firm of Dr. Kilmer & Co., Binghamton, N. Y.

Just a word as to how Mr. Redington became a distributor. Some five years ago, when business firms began to recognize the value of distribution of circular matter, he was quick to perceive that the system, as good as it was, was yet very crude, and could be greatly improved. With this fact in view, he organized a company in the town in which he resided, Norwich, N. Y., for the purpose of giving all advertisers the best results obtainable from a distribution. He at once did away with boy service, and with a force of drilled men at his command sought to win the confidence of the advertiser, regardless of compensation. Soliciting small lots of distribution from his local advertisers, and not allowing one sible customer, he made the system so profitable to his patrons that the local merchants began making distributions often and regularly, and telling, Mr. Redington to set his own figures upon his services. His first patent medicine advertising distributions over a distribution was a trial order from the Dana Sarsaparilla Co., which was so successful hand his patrons that the local merchants began making distributions of faithful productive service.

In making a success for others, Mr. Redingron's prime object was to make a success of his own business. T

swer the thousand and one questions received daily from distributors from every part of the compass.

When he took charge of the distribution department of Dr. Kilmer & Co. he did so with the same object in view which had characterized his own career as a local distributor, viz., to make it so perfect that none should have a better system, and to have a corps of distributors educated up to the point that would leave no stone unturned to give the advertisers the worth of their money. He believes that the International Association of Distributors has been the first and on y organization to catch the idea and put it into successful execution, and only hopes that their membership and methods may be extended until it covers the entire United States.

Mr. Redington is always wide awake for new up-to-date ideas to apply in the distribution line, and never hesitates to shoulder a bag and satisfy himself by actual work, as a distributor in practice, the necessary requirements to obtain the attention of the people and interest them in the literature being distributed. He is a genial, whole-souled man, willing to excuse mistakes, but quick to punish a wrong doer. By constant study he is able to judge an applicant's character and experience by the composition of his letter, and many an application lies, "filed for future reference" for this very reason. He is always ready to give his traveling or local distributors the benefit of his own experience, and pleased to receive any suggestions from any one tending toward a successful distribution. He is always ready to give every caller a few moments of his valuable time. He is married, with a pleasant home and family, and every one always finds the "latch string" out when they call at his residence.

#### Handy Business List of Canadian Newspapers Free.

The Canadian Advertising Agency, (Limited). Toronto, have published a complete gazetteer of Canadian papers, with population of towns, circulation of papers, etc., together with blank memo. columns. This is the first newspaper directory issued in Canada for four years. A copy will be sent free to anyone sending six etc. in stamps to pay postage; also copy of their booklet "Canadian Magazines and Society Papers."

### LECCERS EDICOR.

l'inder this heading the publishers invite a free and full dixussion of any and all mat-lers of interest to advertisers bill posters dis-tributors, sign painters and Fuir managers. when couched n courbous language, course we do not necessarity endorse the v and opinions of our correspondents.

#### <sup>9</sup>eeeeeeeeeeeeeeeeeeee<sup>©</sup>

Kewanee, III., March 25, 1897.

Editor The Billioard, O.

Dear Sir—Having purchased all billboards and all other out-door advertising space in our city, we take pleasure in announcing that we are prepared to do all kinds of bill posting, sign tacking and distributing with neatness and despatch. We have a number of good boards in good locations, and can post any size from a three-sheet to a two hundred-sheet stand, about six hundred sheets in all. Our work is done by experienced workmen. We are for business on strictly business principles, and all work entrusted to us will be honestly done. We guarantee complete satisfaction. We believe the advertiser must get for every dollar invested an honest dollars worth of work. We have the best facilities for distributing, and make a specialty of this class of work. We do not employ boys, but sober, honest men. If we can do any work for you, which we sincerely hope we can, we will welcome inspection, for we know you will have confidence in us and we can get a share of your patronage. Our prices are three cents per sheet for fifteen days' showing, and five cents per sheet for thirty days' showing. Will also renew your paper without cost if desired. We should be pleased to quote showing, and five cents per sheet for thirty days' showing. Will also renew your paper without cost if desired. We should be pleased to quote prices for any other line of work on application. Trusting you will favor us with a line of posting or distributing, we remain,

Yours truly,

THE KEWANEE BILL POSTING & DIST'G Co.

Forest, O, March 24, '97.

Editor The Billboard.
Cincinnati, O.

Dear Sir—Yours received, and in reply I enclose \$i.00 for one year's subscription for The Billboard. I will say further that I have endeavored numerous times to start in the circular distributing business and always have heretofore struck fakes, but now I am satisfied that I am on the right track. After I arrange some matters to my satisfaction, will avail myself of your low advertising rates, I will want to become a member of I. A. D's, and do they have a standard of prices for their work?

Yours truly,
I. H. Asin.

Chillicothe, Ill., April 6th, 1897.

Editor The Billboard,
Dear Sir—Business is beginning to look up a little now Posted twenty-five 3-sheets and 125 r-sheets for M. W. Kahn & Co., local: nailed board and tin signs, advertising Parker's Headache Powders; distributed samples and papers advertising Bucklen's Remedies, samples of Parker's Headache Powders: sample papers of Street & Smith's New York Weekly. Tacked cloth sigus for L. H. Thomas & Co., druggists, local Distributed booklets advertising Diamond Dyes, Wells, Richardson & Co., Burlington, Vt. Song Books for Wizard Oil Co., Chicago, Ill. Received a trade offer from Gilmore Drug Co., Fietcher, Ohio. Just received a consignment of Received a trade offer from Gilmore Drug Co..
Fietcher, Ohio. Just received a consignment of
oper to post from the Monk Introduction Co.,
Bill Posting Contractors, Peoria, Ill. We have
several new and prominent locations. We are
making a lot of new three-sheet boards, so as to
have them on hand in case of a necessity. We
believe in being prepared, so that when the rush
comes we can take care of it. We hope to have
something of interest for next month.

Respectfully yours,

HENRY CHARVAT, Manager.

Atlanta, Ga., April 14, 1897. Editor THE BILLBOARD.

Editor THE BILLBOARD,
Cincinnati, O.
Dear Sir—The April number of BillBoard has been received, and, as usual, was bright and sparkling. To me it gets better every time. The only trouble is that it is not published often enough. It ought to be issued weekly. The billboards here are displaying posters for Warner's Safe Cure and Yeast Co. The Saver's Tonic and Malaria Remedy, Phillips Digestible Cocoa, Yellow Kid Cigarettes and California syrup of Figs Co. I have just finished distributing 15,800 pamphets and 19,150 yeast samples for the Warner's safe Cure and Yeast Co., and have a shipment of 20,000 pamphlets for California Fig Syrup Co., 30,000 Lydia E. Pinkham Medical Co., besides local work. Hood's Tid Bits, Williams' Pink Pills, World's Dispensary, Swain's Laboratory, 20,000 Judia E. Pinkham Meurea.

30,000 Lydia E. Pinkham Meurea.

Josephan M. Bits, Williams' Pink of Pilk, World's Dispensary. Swain's Laboratory.

Dr. King's Discovery and Radway & Co. have come and gone. Some of their work was wretchedly done; in fact, the best work done here through agents was Dr. King's Discovery. I have through agents was Dr. King's Discovery. I have had a visit from Mr. D. D. Sh-pard, representing Warner's Safe Cure Co., Rochester, N. Y. If all agents were like him there would be no shoddy work, and honest distributors would get credit for their service.

Yours truly.

EDW. B. BRIDGER.

Centralia, Ill., April 14, 1897.

Editor THE BILLBUARD,

Cincinnati.

Dear Sir—During the past month we have done the following work: 200 navy tobacco signs, American Tobacco Co.; 500 signs, Jacob Piefer's Improved Eagle Cigar (local): 50 signs long cut navy; 100 I-sheets, Longley Hat (local); 30 signs Pabst Chemical Co. We also have J. H. La Pearl's signs for some time in July. me in July. Crittenden & Co.

Santa Fe, N. M., March 20, 1897. Editor The BILLEOARD,

Cincinnati, O.

Dear Sir—Excuse my asking, but why don't I get my paper? I have not had any since the Jam: ary number, and I think you must have forgotten me. I wanted to put an ad in the April number, but wanted the paper to make it up, and I suppose it is too late now. Be sure to send me the February and March numbers, as I keep the file and often am asked for them by drummers from the East when the paper to them by drummers from the East when the same the paper to the manual strength of the same than the paper to make it. mers from the East who want to keep posted.

Business has opened up pretty farr, but look for more later on.

Yours truly.

A. M. DETTELBACH.

McMinnville, Ore., April 14, 1897.

Editor The Billingard.
Cincinnati O.

Dear Sir—Since our last report we have distributed samples of Pain Pills for Dr. Miles' Medical Co., Elkhart, Ind., and have made deliveries to our local druggists for them. This is the second order for Dr. Miles this year, and I expect another in a few days. Results tell. We are now bill posting for the American Tobacco Co. and the J. J. Bagler Tobacco Co. Have sent in four orders to the Donaldson Lithographing Co., Cincinnati, for posters for home merchants. This is the first advertising by bill posting for home merchants in this city. We are fast putting up new bill boards. Yours truly,

G. F. Bangasser, Manager.

Austin Tex., April 10, 1897.

Austin Tex., April 10, 1897.

Editor The Billboard.

Cincinnati, O.

Dear sir—I paid \$1 to join Mr. Congdon's N.
D. A in 1895 and 50 cents dues in advance: but after the Lobb humbuggery I asked to be dropped from the roil of membership, and have never corresponded with him since.

Mr. Congdon sent 10,000 of the Lobb pamphlets to Lake Cnarles with the understanding that I was to receive 40 cents per thousand for the let, and that it would be followed monthly by other lots at a living price. Being idle at the time, I accepted and put in a week on the work. After my return to Austin, I received a letter from Congdon stating that Dr. Lobb was greatly dissipationally dissipationally and the interview of the work in the work; that he had never received a single letter from St. Charles; and he intimated, as I thought, that the bundles had been dumped into the lake, I followed this with a bitter reply. He cammed there was only \$1 hillboard due me. Gue-sit "turned up its toes," as I have never heard from it.

You need not return the opies of the "Sun," as they are of no use to me.

Enclosed you will find copies of circulars used while I was in the business. Upon the head of the red letter you will note the names of all the associations that "faked" me, one after the other. Many sent lists of advertisers, most of whom are dead, I guess. Through stamps used, membership fees, etc., I am about \$50 out. The "Sucker" family will never become extinct I have received several sample copies of your paper, and must say that it is a "dandy."

Yours truey.

S. M. Craic, 510 W. Fifth St.

Covington, Tenn., March 22, 1897.

Covington, Tenn., March 22, 1897.
Editor THE BILLBOARD,

Editor THE BILLEOARD,
Cincinnati, O.
Dear Sir—BILLEOARD is the best paper published for circular distributors and bill posters to advertise in. I have tried them all and know what I am talking about. The BILLEO.RD brings results. Respt yours.
HOWARD N. HOLSHOUSER.

Peru, Ind., March 15, 1897. Editor THE BILLBOARD,

Editor THE BILLBOARD,
Cincinnati, O
Dear Sir—After reading the different articles in the March number of BILLBOARD in relation to the distribution of the printed matters ent out by Dr. Lobb and one Congdon. I was made to wonder what bill posters and distributors could expect of a person or firm that is not willing to pay over 40 cents per thousand for distributing from house to house, and, what is worse yet, what could be expected of a party that would agree to do the work at such prices? Good service is worthy of good pay. I get trom § 50 to \$2 per thousand for distributing printed matter, and I have never had any one yet to complain of poor service or the prices.

Chas. W. Stutesman.

Mausfield, Tioga Co., Pa., March 17, 1897.

Editor The Billboard,
Cincinnati, O.

Dear Sir—We read your article in the last issue of Billboard advertising regarding the "National Distributors' Association of Philadelphia, Pa., with much interest. Would say they, or rather Congdon, under that name, has been trying to work us by sending us some of the literature. It, no doubt, will have the desired effect of discouraging us for good of having anything to do with the concern, and perhaps many others.

There are several other organizations of this nature in the country that ought to be shown up for the good of the craft. Yours truly,

The W. D. HUSTED ADVERTISING CO.

Hillsboro, Tex., March 16, 1897.

E.litor The Billboard,
Cincinnati, O.
Dear Sir—Having received several sample copies of your paper, we deem it fitting to return our most sincere thanks for them. We enclose money order herewith for one year s-subscription. We are not members of either of the bill posters' associations. Business does not yet amount to enough to admit of our uniting with an organization, but if work gets better we expect to join. We have written several letters to different firms that were mentioned in your February issue in regard to bill posting, and have received several lots of paper. Wishing you success, we are, yours respectfully.

PHILLIPS BRO3., City Bill Posters.

Scranton, Pa., April 13, 1897.

Editor THE BILLBOARD,
Cincinnati, O.
Dear Sir—We are in receipt of a communication from your business department stating that our subscription for your most excellent publication had expired, and that you had anticipated our desires and renewed the same for us, for which please accept our sincere thanks, as we feel that we do not want to do business without all the trade periodicals by our side. The first thing we do on the arrival of the paper is to shut ourselves in the private office, and glean the helpful hints we find in THE BILLboard.
Enclosed please find check for the amount Enclosed piease find check for the amount due, and if you wish at any time to lose our friendship, just you forget to send the paper.

Yours for business,

REESE & LONG.

#### FROM AUSTRALIA.

FROM AUSTRALIA.

Adelaide, Feb. 21, 1897.

Editor The Etlebard, Cincinnati, O.

Dear Sir-Many thanks for papers, etc.; am delighted with them.

Kindly receive my money order for twelve months? Billboard advertising. I am at a loss when I do not get them, and I also wish you to send me January, February, March. April and November, 1896, and with those numbers and following on, I will then send you another dollar in June next to continue. How about back numbers? I will endeavor to send you a letter as frequently as possible.

I am sending, through your kindness, for twelve months subscription to the Advertising World, so you can inform them if you think it advisable.

I clearly make it my duty when writing for

advisable.

I clearly make it my duty when writing for anything you advertise to mention Billboard, as I consider it only fair.

Yours truly, FRED. COOMBS.

Albany, N. Y., April 16, 1897.

Editor The Billboard,
Cincinnati, O.
Dear Sir—It is with pleasure I take the opportunity to let you know how I am progressing in the city that was once at the mercy of the only J. B. C. Work seems to come to me from all parts of the country. I have now on my boards sixty 8-sheets of the H. O. poster, "I want some more." I have also closed a one year's contract with this company to post sixty 8-sheets every month; also, thirty to-sheets ands, fifty 8-sheets, 200 2-sheets, 200 1-sheets of the W. H. Baker's Cooca Co.; Bendsdort's Cocca for a three months' showing, sixty 8-sheets, through Mr. C. sheets, 200 2-sheets, 200 1-sheets of the W. II. Baker's Cocoa Co.; Bendsdort's Cocoa for a three months' showing, sixty 8-sheets, through Mr. C. W. Woodbury. The local work in this city has taken a big start. The merchants of this city have awakened to the fact that there is another bill posting company here who are alive and up-to-date, and give good, honest service. The Hinchle Brewing Co., 100 9-sheets book beer; the Red Star Clothing Co., 200 2-sheets; White Sewing Machine Co., 500 3-sheets, 'bicycle:" the Albany Hardware Co., 100 6-sheets, 'bicycle:" the Albany Hardware Co., 100 6-sheets, 'bicycle: and bicycle suits:" Condon & Wisely, hatters, 300 3-sheets; Empire Clothing Co., 200 3-sheets; Kingsley, the hatter, 300 1-sheets; Saul, the clothier, 100 hat posters. Troy Cold water Kalsomine Co., Troy, N. Y., are billing the city with 50 1-sheets. I placed an order with the Donaldson Lithograph Co., Cincinnati, for this company, and have charge of putting out their paper to bill posters in the New England States. Mr. Miller, my advertising solucitor, is now busy on three other large firms who are going to use posters in the near future. Last Thursday he closed an order for 30,000 2-sheets with a certain firm, but they will not do much posting until August, as it is now too late for their spring trade. Besides the theater work for Harmanus Bleecker Hall and the Pearl Street Theater, and work. There are four circuses coming here this summer, and the future, I sh. Il have plenty of work. There are four circuses coming here this summer, and the future looks bright, regardless of the two shining stars, E. A. and O. J., that are leading my opposition and followers along.

Colfax, Wash., April 10, 1897.

Colfax, Wash., April 10, 1897.

Colfax, Wash., April 10, 1897.

Cincinnati, O.

Dear Sir—I have been an ardent admirer of your publication for some time, and eagerly read its contents as soon as received. The question of how to get merchants in our town to advertise has been a puzzler to me. I have a nice lot of samples from the Donaldson and Riverside (of Milwankee) houses, and have made two strong efforts (last fall and this spring) to get some of them interested, but without avail the even made the proposition to one firm to do the posting for nothing if they would only pay for the paper, but that was no inducement. They are use that our town is too small (population 3000), and I have about come to the conclusion that either I am too enthusiastic on the results of poster work, or the merchants cannot recognize a good thing when they see it.

I also seem to be too "much" out of the way with foreign advertisers. I have mailed circulars, as per enclosed, all over the country, but only get an occasional batch, but I shall "keep a pushing," and perhaps it will come my way later on. Yours truly,

Geo. H Lennox.

GEO. H LENNOX. The enclosure referred to in the letter is a three-fold circular, which reads as follows, viz:

Colfax, Wash., January, 1897.

To Advertisers:
Whitman county, Washington, has a population of 30,000. Tekoa, Farmington, Garneld, Oakesdale, Eiberton, Palouse, Pullman, Colton, Uniontown, each have from 300 to 1500 population, and the distance from Colfax ranges from ten to forty miles.

Colfax has a first-class, up-to-date advertising establishment that is prepared to do anything in that line, from tacking a sign to billing a circus, and we are prepared to make contracts for protected and renewable work at the following prices: Colfax, Wash., January, 1897.

For fifteen days, 4 cents per sheet; for thirty days, 5 cents per sheet; for three months, 4½ cents per sheet per month, renewed every month; for six months, 3½ cents per sheet per month; for twelve months 3 cents per sheet per month, renewed every month; for twelve months 3 cents per sheet per month, renewed every month.

Distributing—Circulars, \$1,50 per thousand; booklets, \$2,50 per thousand; samples, \$1,50 per thousand and upward, according to weight; card and tin sign tacking, 1 cent to 3 cents each, according to size.

For country team route add 50 per cent to Colfax prices.

All work guaranteed done with neatness and dispatch. Your work is solicited.

Address,

GEO. H LENNOX,

Licensed Bill Poster, Colfax, Washington,
References: W. J. Hamilton, druggist; Frank
J. St. ne, druggist; Zell M. Beebe, tobacconist;
Aaron Kuhn, merchant; Colfax Hardware Co.

NOTE—Suppose some of you bill posters who have been so successful with retailers write Me NOTE—Suppose some of you bill posters who have been so successful with retailers write Mr. Lennox and give him the necessary pointers.—
[EDITOR.]



#### OLIN S. SUTLIFF.

OLIN S. SUTLIFF.

Olin S. Sutliff, city bill poster of Gloversville, N. Y., was born March 25, 1849. His early life, up to 18-6, was steent in his native village, Gloversville, N. Y., his father being a merchant there. At the age of seventeen years, he, with his parents' conseat, left home for the West. He landed in the city of Chicago, where he obtained a position on the C. & N. W. Ry. as fireman. He rose from that position to engineer, in which capacity he served for a period of seven years, when, his mother being at the point of death, he was called home. In the meantime he had taken to himself a wife, and together with his daughter, then au infant, went East to his old home. His mother recovered, and prevailed on him to stay with her and his father, he being their only child, so he resigned his position on the railroad and remained. But not wanting to remain idle, and being a little ambitious, he wanted something to do. In looking around he saw that here would be a good opening for a bill posting plant, there being none here at that time. No sooner thought of than done. He at once went to work to secure the necessary locations for boards, and started in to establish a service. That he has succeeded goes without saying. He has as fine a plant as there is in the State of New York, and is constantly adding to it as fast as business demands. He has ground rented in advance for bill boards, and is ready at any time to accommodate any and all who come. He belongs to the New York State Bill Posters' Association, 7c per sheet listed and guaranteed showing thirty days. He serves all alike—no cut rates to any one. He enjoys the confidence and esteem of all his patrons. He is also the representative of the Donaldson Lithograph Co., and has sold quite a number of his local merchants lithographs from their house. His customers are well pleased with their work. 

House-to-house distributing of samples combines the virtues of both distributing and exhibiting.

#### Its Advertising Value.

A. T. Stewart was accustomed to send by mail at a distance cards containing samples of silk or other goods. Each sample was numbered, and a catalogued price for tach of the numbers was also sent. A lady in lowa wrote in the early autumn for a card of specimens of his silk dress goods and received them. Some six months later she had made her selection and sent the amount required for the number of yards. The goods were shipped to her with a receipted bill and a few dollars in change, with the statement that the goods of which she ordered a dress pattern had been marked down in price. In mentioning this circumstance, a man once said to me: "That was not business; she ordered the goods by sample and he had a right to all the money." I said to him: "Stewart knew what was business, and he also knew well enough that there was not a lady who wanted a silk dress who lived within a hundred miles of this one who would not directly or indirectly hear of it; and the advertisement it would be for Stewart was worth upore than the entire value of the goods which he sent.—American Advertiser.

The Central Ohio Fair Association is a thing of the past, stockholders, at a remeeting, voting to dissolve the or-

At its annual meeting, held at Fostoria. O., on January 12, the treasurer's report showed that the Northwestern Ohio Fair Co is entirely free from debt and has money in the treasury. The company has elected the following directors: C. German, N. Saltsman, L. G. Williams, N. Burtscher, J. L. Mickey, W. J. Wagner, M. Flack, L. McKee, G. W. Cunningham, T. D. Adams, D. Peters, V. Fisher, F. E. Bell, Elias Fox and R. Crocker.

The East Tenne-see Fair Association, at Knoxville, has completed a new half mile track, located about three miles from the city. Mr. Arthur Graves is secretary of the new association.

Thurston Bros, are booking a midway show with fairs Managers in need of a lively special attraction will do well to write them. They are at 54 Mead street,

The Ohio State Fair, at Columbus, advertises races by electric light.

Fair managers who want to see a model form for a space application blank should write to the chief of the Department of Exhibits of Trans-Mississippi and International Exposition, Omaha, Neb.

#### A Successful Exhibit.

The home produce exhibit recently held at Los Angeles may be fairly accounted to have been a successful one in every respect. This is made evident by the fact that the criticism which follows the exhibit has been as favorable as were the notices given it by the press during its continuous

made evident by the fact that the criticism follows the exhibit has been as favorable at the notices given it by the press during it inuance.

All the Los Angeles papers in summing up the results of the exhibit speak as cordially of the display and of the management as they did during the time when it was running and when their reports may be considered to have been to a large extent colored by a desire to praise it in order to attract visitors. The judgment pronounced since the close of the exhibit amply confirms all the favorable thingss aid about it while it was still a civic festival and a matter of municipal pride.

One feature of the later criticisms and comments that deserve notice is the warm praise given to the manager of the exhibit, Mr. Charles de Garmo Gray. This gentleman seems to have won "golden opinions from all sorts of people." The directors of the exhibit, the press and the exhibitors all combine in giving him credit for the areater portion of the success attained and in expressing a warm and high appreciation of his services.

Mr. Grav is evidently one of those men who are fitted both by talents and training for the conduct of such complex affairs as a great exposition. Successful managers of such enterprises are few. In the very nature of things at all expositions there are antagonisms between the directors and the exhibitors, and also between one exhibitor, and also desires the largest space and the most favorable location. To harmonize the conflicting claims which arise out of these desires require something more than ordinary tact, and he is a very good manager indeed who succeeds in doing it. We took occasion during the continuance of the exhibit to congratulate Los Angeles on the splendid display made, as reported by our correspondent in that city. We have now occasion to congratulate her again on its successful conclusion. It is no slight thing to have held an important exhibit of this kind and brought it to an end without developing causes of complaint which leads to mutual recrimina

We are all well aware that the Los Angeles spirit is such as to prompt every Los Angeles man to praise and commend everything done by his city or in his city, no matter what his individual feeling may be In this case, however, the warmth of the general praise gives evidence of a genuine sincerity. It is clear that Mr. de Garmo Gray furnished Los Angeles with exactly the leadership needed to awaken her every responsive public spirit and prompt it to the right action in the right way.

#### CONSTITUTION AND RVJAWS

Of the Ohio State Association of Presidents and Secretaries of Fairs, Adopted April 15, 1897.

To the Officers and Members of your Associa-tion: Your committee chosen one year ago to prepare and report a constitution and by-laws. for the government of this association, beg leave to report the following: CONSTITUTION.

Article 1—Name and Object.—The name of this organization shall be known as the State Association of Fair Presidents and Secretaries, and its object shall be to promote the usefulness of agricultural societies in the State of Ohio.

Article 2—Membership.—The presidents and secretaries of all agricultural societies in the State of Ohio and the members and officers of the Ohio State Board of Agricultural societies in the State of Ohio and the members and officers of the Ohio State Board of Agriculture shall be eligible to membership in this association, and shall each be entitled to vote and participate in the meetings of this association upon the payment of an annual fee of 50 cents.

Article 1—Officers.—The officers of this association shall consist of a president, vice-president, secretary and treasurer, and an Executive Committee consisting of the president and secretary

secretary and treasurer, and an Executive Committee consisting of the president and secretary and the three other members. They shall be elected at the regular annual meeting each year by a majority vote, and shall hold their respective offices for the term of one year, or until their successors are duly elected. It shall be their duty to perform such service as is usually required of said officers, and such other duties as this association shall, from time to time, pre-

scribe.
Article 4—Meetings.—This association shall meet annually in the city of Columbus on Wednesday evening prior to State Agricultural convention.

convention.

Article 5—Amendments.—This constitution may be amended at any regular annual meeting of this association by a three-fourths vote of the membership present and voting.

BY-LAWS.

THE BILLBOARD

BY-LAWS.

Article I—Quorum.—Ten members of this association shall constitute a quorum.

Article 2—Rules of Order.—The rules con ained in "Cushing's Manual" shall govern this association in all cases to which they are applicable, an I in which they are not inconsi-tent with any rules of order that may be adopted by this association.

A t cle 3-Amendments.—These by-laws may be amended at any regular annual meeting by a two-thirds vote of all members present and

two-thirds vote of all members present and voting.

Officers for 1697: Chas. H. Ganson, president. Urbana. O.; W. 1. McClenahan, vice president, Lancaster, O.; George W. Carey, secretary and treasurer, Lebanon O.

Executive Committe.—C. H. Ganson, ex officio), Urbana, O.; Geo. W. Carey, Lebanon, O.; Albert Hale, Akron, O.; W. I. Tenney, Troy, O; H. L. Wiggins. Hillsboro, O.

The next annual meeting will be held at the rooms of the Ohio State Board of Agriculture on Wednesday evening preceding the State Agriculture Convention.

#### Purely Personal.

Geo. W. Carey, who is secretary of the Lebanon

Wallingford, Conn., writes as follows, viz: "Please include in your list of fairs for Connecticut that of the Wallingford Agricultural Society, September 8 and 9, Geo. T. Jones, secretary. Last year you had one of our days assigned the day after the fair closed, and there was a lot of fakirs that came to town who had to get out without any show at the fair, so please be sure and have dates correct."— W. H. Hanner, the æronaut, says that The BILLBOARD is the best advertising medium he has ever found for his business.— T. F. Grinley's ærial circus and fair grounds hippodrome may be addressed at Carbon, Ind. — F. W. Henback will again manage the Winnipeg Exposition this year.— M. M Forsman, the æronaut of Peoria, writes as follows: "Bon't let my time run out for your paper, which you are sending me, as I subscribed for it by the year, and shall give you an ad this season, commencing shortly." Mr. Forsman recently received quite a lengthy notice in Chas. Austin Bates' Criticisms.

Apropos of the ingenious advertisement of the Ripans Chemical Co. now going the rounds of the press, which explains the origin of the name and directs how it should be pronounced, the following suggestion is respectfully submitted for another ad on the same lines:

Rowell's Improved Patent American Newspaper

Squeezer If it catches on, the same idea may be adapted in a variety of ways, for instance:

Printers Swaps Ink Newspaper Rowell Ads.

Or, patterning somewhat after the circus style:

> Rowell's mmaculate. Prodigious, Astounding Nerve

Simply taggers you. Or, another acrostic, something like

> Rowell's Ingeniously Piratical And

WALLS IN MANUAL OF

"AT THE POST."

Twenty-sheet poster, depicting the new starting machine

# LIST OF FAIRS 1897 FAIRS

This list is revised and corrected monthly. Secretaries are urgently requested to send in their dates at the earliest possible moment after they are claimed, and to notify us promptly as to any change. Rosters and dates are published absolutely Free of Charge.

Copyrighted 1897. All rights reserved.

#### CONSECUTCUT.

Danbury Danbury Fair Oct 4 to 9 SH Rundle pres GM Rundle sec JW Bacon treas Norwich New London county Agl Society Sept 21 to 23 Theodore W Yerrington sec Wallingford Wallingford Agl Society Sept 8 to 9 Geo I Jones sec

#### ILLINOIS.

Aledo Mercer county Agl Society Sept 21 to 24 John Brady pres W H Graham sec Avon The Avon Fair Sept 14 to 17 J P Johnson pres Julian Churchill sec Carmi White county Agl Fair Sept 7 to 11 R L

Carmi White county Agl Fair Sept 7 to 11 R L Organ see Griggsville Illinois Valley Fair Assn Aug 3 to 6 J F Hatch secy La Harpe La Harpe District Fair Assn Aug 23 to 27 Geo F Otto pres Judd Hartzell see Mt Carnoll County Fair Aug 31 to Sept 3 G F Bucher pres Geo C Kenyon sec Springfield Illinois State Fair Sept 27 to Oct 2 W C Garrard sec

#### INDIANA.

Bourbon Bourbon Fair Oct 5 to 8 J W Eidson sec.
Crown Point Lake county Fair Sept 7 to 10
A A Bibler sec

A A Bibler sec
Elwood Aug 30 to Sept 3
Flora Carroll county Fair Assn Sept 20 to 25
WE Callane sec
Franklin Johnson county Agricultural Horticultural and Park Assn Aug 31 to Sept 4 S W
Duncan pres WS Young sec
Greenfield Sept 43-18
Hagerstown Aug 9-14
Huntinburgh Dubois County Fair assn Sept 13
to 18 E W Pickhardt pres Daniel Rentepobler sec
Indianapolis Indiana State Fair Sept 13 to 18

ler sec napolis Indiana State Fair Sept 13 to 18

Chas F Kennedy sec Kokomo Sept 6-10 Laporte Laporte county Fair Sept 21 to 24 J Vene Dorland sec

Muncie Aug 23-28
Middletown Aug 3-7
Morthwestern Indiana Fair Circuit W A Banks
Laporte pres A A Bibler Crown Point sec
Newcastle Aug 16-21
Plymouth Marshall county Fair Aug 31 to Sept
3 S N Stevens sec
Reauchamp pres W D Dungen sec

Beauchamp pres, W D Duncan sec ochester Fulton co fair Assn Sep 29 to Oct 2 Ed Mercer sec Rochester Fulton co fair Assn Sep 29 to Oct 2
Rd Mercer sec
Rockport Spencer county Fair Assn Aug 24 to
28 B F Bridges pres C M Partridge sec
Swayzee Swayzee Tri-County Agl Society Aug
17 to 20 G W McManaman pres E C King sec
South Bend St Joseph county Fair Sept 27 to
Oct 1 A W Byers sec
Shellweille Shellweille Seir B E Stenne acc

Oct 1 A Weyers see Shelbyville Shelby co Fair E E Stroup see Terre Haute 32d annual Aug 30 to Sept 3 W T Valparaiso Porter county Fair Sept 14 to 17 E S Beach see W C Letherman Speedring

#### IOWA.

Afton Union county Fair Sept 28 to Oct 1 O E Alton Union county Fair Sept 20 to Cet 1 O 2 Davis sec
Animosa Aug 18 to 20 E R Moore sec
Atlantic Cass county Fair Aug 30 to Sept 2
S W W Straight sec
Belle Plain Big Four Fair Assn Aug 3 to Sep 2
W J Guinn pres J C Milner sec J M Moore
advertising agent

advertising agent
Central City Wapsie Valley Fair Aug 31 to Sep
3 I P Bowdish pres Fred McLeod treas E M

Central City Wapsie Valley Fair Aug 31 to Sep 3 I P Bowdish pres Fred McLeod treas E M Sawyer sec
Cascade Cascade Driving Park and Fair Ground assn Aug 30 to Sept 3 W A Fairburn pres Chas L Kay treas J H Klinker sec
Des Moines Ia Iowa State Agr Society Sep 9 to 18 W W Field pres Odebolt P L Fowler sec
Donnellson Lee county Fair Sept 14 to 17 E P Armknecht sec
Fairfax Prairie Valley Fair Assn Aug 24 to 27
Henry M Shankpres E H Knickeroocher sec
Harlan Shelby County Fair assn Aug 24 to 27
L H Pickard pres W T Shepherd sec
National F M Adams sec
Rhodes Rden District Agl Society Fair Sept 21
to 23 W A Nichols pres Thomas Watts sec
Seymour Seymour District Agl Society Sept 13
to 17 J T Lowry pres R E Lowry sec
Waukon Allamakee co Agl Society Sep 22 to 25
CM Beemau pres J E Baxter vice pres J E
Duffy treas Wm S Hart sec
West Liberty West Liberty Fair Sept 6 to 9
Albert Whitesacre pres W H Shipman sec
Wapello Louisa co Agr Socy N W McKay sec
Wilton Junction The Wilton Fair Sept 21 to 23
J M Rider sec

#### KENTHCKY.

Alexandria Campbell county Agr Society Aug 24 to 28 F M White pres J J Wright sec Ellendale Ellendale Fair Aug 2 to 7 W T Rapier pres Curdsville R T Smith sec Sorgho Richmond Madison County Fair assn July 20 to 25 S A Deatherage sec Williamsburg Whitley County Fair assn Sept I to 3 Walker Mason pres Nick Daniel sec

#### MICHIGAN.

Ann Arbor Washtenaw County Fair assn Sept 28 to Oct 1 E E Leland pres R C McAllister

Dowagiac Dowagiac Union Fair Sept 28 to Oct 1 Samuel Johnson sec Hillsdale Annual Hillsdale Fair Sep 26 to Oct r C W Terwilliger sec
Ionia Ionia Dist Fair Assn Luther E Hall
pres W L Peck treas Chas A Cornell sec

#### MINNESOTA.

Hamline State Agr Socy Sep 6 to 11
Hutchinson McLeod county Agr Soc 15 to 17 H C Lyon pres J F Slover sec St Paul State Fair Sept 6 to 11 Ed Weaver pres Mankato A B Moffatt treas Mankato E W Randall sec Hamline : Hamline 18 Spring Fair May 26 and 27

#### MARYLAND.

Frederick City The Frederick Fair Oct 19 to 22 Harry C Keefer sec Rockville Montgomery co Fair Aug 31 to Sep John E Muncaster secy Norbeck Timonium Maryland State Fair Sept 14 to 17 MASSACHUSETTS.

Sturbridge E V Corey sec
Taunton Bristol co fair Sept 21 to 23 Gertrude
Williams sec
Worcester Massachusetts State Grange Fair
Aug 31 to Sept 3 John B Bowker sec

MAINE.

Hartland East Somerset Agl Society Sept 7 to 9 P W Thompson pres S H Goodwin sec MISSOURI.

Belton Belton Fair assn Aug 17 to 20 WA Hill sec
Cape Girardean Southeastern District Agr Socy
Oct 12 to 16 E. H. Engelmann sec
Carrollton Carroll County Fair assn. Aug 24 to Carrollton Carroll County Fair assn Aug 24 to 27 R P Queen sec Holden Holden Fair Aug 10 to 13 Thomas D

Kennedy sec
Maitland Nodaway Valley Dist Fair assn Aug
12 to 20 Ed L Hart sec
Rich Hill Rich Hill Fair assn Aug 17 to 20 S
T Broaddus sec T Broaddus sec St Louis St Louis Fair assn Oct 4 to 9 Robert Mashington Franklin County A & Massu Sept 8 to 11 Louis F Pues sec

#### NEBRASKA.

Fairbury Jefferson county Agl Society Sept 7 to 10 Jasper Helvey pres W W Watson sec Omaha Nebraska State Fair Sept 17 to 24 Milton Doolittle pres North Platte Robt W Furnas see Brownville Auburn Nemaha county Agl Fair and Driving Assn Sept 28 to Oct 1 Wm Watson Jr pres Chas F Neal see

#### NEW HAMPSH RE.

ochester Rochester Fair Assn Sept 21 to 24 Hon I W Springfield pres A S Parshley sec

#### NEW YORK.

Batavia Genesee county Agl Society Sept 20 to 23. Jos N Parker pres Elba C D Harris treas Satavia Grantser pres Elba C D maille 23 Jos N Parker pres Elba C D maille 23 Jos N Parker pres Elba C D maille 23 Elba A E Brown sec Brookfield Brookfield Agl Society Sept 21 to 23 W A Grant sec Cambridge Cambridge Fair Aug 31 to Sept 3 John L Pratt Jr sec
John L Pratt Jr sec
John L Pratt Jr sec
John L Pratt Jr sec
John L Pratt Jr sec
John L Pratt Jr sec
John L Pratt Jr sec
John L Pratt Jr sec
John L Pratt Jr sec
John L Pratt Jr sec
John L Pratt Jr sec

Sept 2 R P McIntosh see
Dryden Dryden Fair Sept 21 to 23 S G Lupton
pres J B Wilson see
Elmyra Chemung county Fair Aug 30 to Sept 3
Geo McCann see
Mincola I. I. Operation

Geo McCann sec lineola L. I. Queen's County Agl Society June 16 17 and Sept 21 25 Thos H Bacon Jericho L. I sec Orangeburgh Rockland County A & H Society Sept 21 to 24 C Irving Hopper pres Edward Fangeburgh Rockhand County Act Sept 21 to 24 C Irving Hopper pres Edward Earl sec Rochester Western New York Agr Society Sept 13 to 17 J H Sherman pres E S Burr sec Syracuse New York State Fair Aug 23 to 28

yracuse New York State Fair Aug 23 to 28
Jas B Docharty sec
yracuse State Agr Socy Aug 23 to 28 Benj F
Tracy pres W Judson Smith treas and genl
mgr Theodore H Coleman sec
Vestport Essex county Agr Society Sept 14 to
16 W A Tucker pres C E Stevens sec
Vatertown Jefferson co Agr Socy Sept 7 to 10
W R Skeels sec

#### NORTH CAROLINA

Raleigh State Fair Oct 18 to 23. John Nich-

#### OHIO.

Ada Tri-County Fair Aug 31 to Sept 3 A N Rice sec
Akron Summit county Fair Oct 5 to 8 L S
Elbright pres Geo W Brewster treas Albert
Hale sec Mogadore
Ashland Ashland Fair Aug 31 to Sept 3 R J
Simonton pres J Cohn treas A W Fritzinger

sec thems Athens county Fair Aug 24 to 26 N W Baker pres Winfield S Scott treas D M Burchfield sec tellefontaine Loran county Fair C

Burchfield sec
Bellefontaine Logan county Fair Sept 28 to
Oct I L H Pool pres DeGraff Chas R Rogers
treas DeGraff Banner M Johnson sec
Berea West Cuyahoga Fair Sept 14 to 16 Wm
Biddulph pres Dover W J Poots treas Strongsville C H Busby Mec

Boston (Owensville PO) Clermont county Fair Sept 6 to 10 Bennett Behymer pres Locust Corner J O Rapp treas Owensville John Rowan see Blowville
Bowling Green Wood county Fair Frank Powell pres Perrysburg E B Beverstock see Tontogany J O Avery see Weston
Bucyrus Crawford county Fair Sept 21 to 24 E B Monnett pres M J Monnett treas B Beal see
Burton Geauga county Fair Sept 14 to 17 Chas Hall pres East Claridon H C Tuttle treas P W Parmalee see
Celina Aug 17 to 20 C W Halfhill see
Cadiz Harrison county Fair Sept 29 to Oct 1 A D McGuire pres Sam'l Hamilton treas J C Glover see

C Glover sec Pies Sain I Hamilton treas J anal Dover Tuscarawas county Fair Sept 21 to 24 H W Streb sec

canal Dover Tuscarawas county Fair Sept 21 to 24 H W Streb sec
Canfield Mahoning county Fair Sept 28 to 30 S D L Jackson pres Youngstown S A Fogg treas J H Ruhlman sec Youngstown
Canton Stark county Fair Sept 28 to Oct 1 C M Welty pres North Industry H A Wise treas J H Lehman sec
Carrollton Carroll county Fair Sept 28 to Oct 1 Jas A Lee pres Harlem Springs Thos J Saltsman treas C A Tope sec
Chagrin Falls Cuyahoga county Fair Sept 7 to 10 L R Dunham pres Newburg Wm Rodgers treas Geo B Huggett sec
Chillicothe Rose county Fair Aug 3 to 6 Clark W Story pres Theo Spetnagle treas H W Woodrow sec
Carthage Hamilton county Fair

W Story pres Theo Spetnagle treas H W Woodrow sec
Carthage Hamilton county Fair Aug 17 to 20 Chas G Mitchell pres Wyoming Wm H Blair treas Madisonville D L Sampon sec Silverton Celina Mercer county Fair Aug 17 to 20 S H Weaver pres Rarly J M Winter treas C W Halfhill sec Mercer
Columbus Ohio State Fair Aug 30 to Sept 3 J T Robinson pres Rockaway J C Bower treas Columbus W W Miller sec Columbus
Coshocton Coshocton county Fair Oct 12 to 15 Ed M Hanlon pres Corwin McCoytreas Robt Boyd sec

Boyd sec Proton Hartford Central Fair Homer Green pres Johnstown J Coleman treas L C Clark East Liverpool Aug 31 to Sept 3 A W Steven-

East Liverpool Aug 31 to Sept 3 A W Stevenson sec
Raton Preble county Fair. Sept 27 to Oct 1 J
C Anderson pres Camden C F Brooke J r treas
Henry H Farr sec
Elyria Lorain county Fair Sept 21 to 24 J L,
Reed pres North Ridgeville J E Williard treas
W B Johnston sec
Findlay Hancock county Fair Sept 22 to 25
W A Williamson pres Mt Cory J G Hull treas
J J Cole sec
Fremont Sandusky county Fair Sept 21 to 24
Wm J Smith pres A C Plagman treas Jas A
Smith sec
Georgetown Brown county Fair Oct 5 to 8 V
K Thompson pres Ren B Whiteman treas
J W Hedrick sec Russellville
Greenville Darke county Fair Aug 23 to 27
J M Brown pres Delisle Ed Ammon treas Gordon F M Eidson sec
Hillsboro Highland county Fair S P Scott

M Brown pres Delisie Ed Ammon treas Gordon F M Eidson sec
Hillsboro Highland county Fair S P Scott
pres W H Haley treas H L Wiggins sec
Jefferson Ashtabula county Fair Sept 2: to 24
W H Brown pres Geneva L M Cornwell treas
Chas C Babcock sec
Lancaster Fairfield county Fair. Oct 13 to 16
T J Barr pres Amanda C B Whiley treas W
T McClenaghan sec

T McClenaghan sec
Lebanon Warren county Fair Sept 14 to 17
Huse Bone pres F M Cunningham treas
Geo W Carey sec
Lima Allen county Fair Sept 14 to 17
Henry
C Adgate pres E W Eusten treas Elida T B
Bowersock sec
London Madison county Fair Sept 7 to 10
Chas A Wilson pres Summerford M L Rea
treas E B Pancake sec
Mt Sterling O Mt Sterling Fair Co W R Richards pres, T J Burgett sec
Mansfield Richland county Fair Sept 7 to 10
W H Gifford sec
Marrion Marion county Fair Sept 28 to Oct 1
Albert Oborn pres S N Titus treas J E
Waddell sec
Marion county Fair Sept 28 to Oct 1
Albert Oborn pres S N Titus treas J E
Waddell sec

Waddell sec
Marietta Washington county Fair Sept 14 to 17
F G Best pres J H McConnell treas J C

F G Hest pres J H McConnell treas J C Brenan see
Marysville Union county Fair Sept 28 to Oct 1
John K Dodge pres New Caifornia C S Chapman treas E W Porter see
McConnellsville Morgan county Fair Sept 1
to 3 John G Walker pres J W McEllhiny treas M E Danford see
Medina Medina county Fair Sept 7 to 9 E S
Bissell pres LeRoy A T Spitzer treas Hiram Goodwin see
Millersburg Holmes county Fair Sept 28 to 1
Millersburg Holmes county Fair Sept 28 to 1 Goodwin see
Millersburg Holmes county Fair Sept 28 to
Oct 1 A W Logsdon pres W G Rudy treas G
F Gilbert see

F Gilbert sec Jontpelier Montpelier Fair Sept 21 to 24 J C Holloway pres A P Rothenberger treas C C Lattanner see
It Gilead Morrow county Fair Oct 5 to 8 C
D Russell pres J G Russell treas G J Miller

sec. Napoleon Napoleon Fair Aug 31 to Sept 3 H C Graschner pres R B Heller treas J L Hal-

C Graschner pres RB Hellertreas J L Halter see:
Newark Licking county Fair Aug 24 to 27 B
N Sigler pres Homer A J Crilly treas Ad C
Seymour sec.
New Bremen New Bremen Tri-County Fair
Aug 31 to Sept 3 Fred Wiemeyer sec
New Comerstown Central Ohio Dist Fair Oct
5108 Henry Hess pres Albert Wolfe treas
Thos P Leland sec

5108 Henry Hess pres Albert Wolle treas
Thos P Leland sec
New Lexington Perry county Fair Sept 14 to
17 T J Tracey pres Patrick Coyle treas Chas
C Chappelear sec
Ottawa Putnam county Fair Oct 5 to 9 A L
Paul pres C H Rice treas A P Sandles sec
Paulding Paulding county Fair Sept 14 to 17
J S Slager pres W B Jackson treas George P
Hardy sec
Port Clinton Ottawa county Fair Aug 25 to 27
G W Sloan pres F W Camper treas J J
Ineicheu sec

Proctorville Lawrence county Fair Sept 8 to 10
J P Eaton pres LaBelle J W Rucker treas W
W Reckard see

W Reckard see
tavenna Portrye county Fair Sept 21 to 24 C
R Doolittle pres Streetsboro C H Laubert treas
Lafayette Smith see
tichwood Richwood Tri-County Fair Oct 12 to
15 L H Bechtol pres York Robt Smith treas
LE Robinson see

J R Robinson sec.

Rock Springs Meigs county Fair Sept 14 to 17

P B Stanberry pres Pomeroy John McQuigg
treas Pomeroy H C Fish sec Pomeroy
salem Salem Fair and Expo Co Sep 7 to 9
Sandusky Hrie county Fair Sept 21 to 24

W Taylor pres Geo R Prout treas John T
Mack sec
Sidney Shelby county Fair Sept 21 to 24

Guthrie pres E F Duncan treas J R Russell
sec

sec mithfield Jefferson county Fair Sept 22 to 24 I S Vale pres Chas McKinney treas J O Hayne sec
t Clairsville Belmout county Fair Sept 1 to 3
A C Darrah pres E G Amos treas T C Ayres

sec
pringfield Clark county Fair Aug 24 to 27 E
W Kanders pres Lawrenceville J H Gurlough
treas Pitchin Wm Jenkius sec Seth
Foledo Tri-State Fair Aug 24 to 27 T B Tucker

Tropicus The State Fair Aug 24 to 27 TB Tucker sec
Troy Miami county Fair Sept 27 to Oct 1 TS
Scott pres Joen A McCurdy treas W I Tenney sec
Upper Sandusky "Wyandot county Fair Sept 7 to 10 S B Gillett pres Carey Henry Kear treas Oscar Billhardt sec
Urbana Champaign county Fair Aug 17 to 20 C H Ganson pres H 2 Wilson treas J W Crowl sec
Van Wert Van Wert county Fair Sept 7 to 10 J S Stuckey pres E B Gilliand treas O D Swartout sec

J S Stuckey pres E B Gilhland treas O D Swartout sec
Warren Trumble county Fair Aug 31 to Sept 3 S F Bartlett pres O D Morgan treas James I. Kenncdy sec
Washington Guernsey county Fair Sept 28 to Oct 1 A S Clark pres Cambridge R S Frame treas V D Craig sec
Washington C H Fayette county Fair Aug 10 to 13 B H Millikin pres H D Fursell treas N B Hall sec
Wapakoueta Auglaize county Fair Sept 28 to Oct 1 J T Van Horn pres New Hampshire Frank Rigdon treas Uniopolis M J Crawford sec

Wausson Fulton county Fair Sept 21 to 24 I, G Ely pres Fayette G W Howard treas Winameg Thos Mikesell sec Westerville Central Ohio Tri-County Fair Aug 16 to 20 G W Meeker pres I. R Seeley treas Columbus Burr Linnabarry sec West Union Adams county Fair Sept 7 to 10 W. K. Coleman pres Henry Scott treas T W Ellison sec Woodsfield Monroe county Fair Aug 31 to Sept 2 W C Mooney pres and treas George P Dorr sec Wooster Wayne county Fair Aug 31 to Sept 2 W C Mooney pres and treas George P Mooster Wayne county Fair Aug 31 to Sept 2 W C Mooney pres and treas George P Mooster Wayne county Fair Aug 31 to 22 Fe

Dorr sec

Vooster Wayne county Fair Aug 24 to 27 E
G Kbright pres Shreve WA Wilson treas I
N Kinney sec
tenia Greene county Fair Aug 17 to 20 J W
Pollock pres Cedarville P L Magruder treas
R R Grieve sec

R Grieve sec
Ingstown Youngstown Fair Sep 7 to 10
esville Muskingum county Fair Sept 7 to
S A Baldwin pres JE Tanner treas J D

PENNSYLVANIA. Allentown Lehigh to Agr Socy Sep 20 to 24
Jeremiah Roth pres A W DeLong treas W K
Mohr sec Mohr sec

Surgettstown Union Agr Society Oct 5 to 6

Ambridge Springs Cambridge Fair Sept 21 to

24 Clark D Eckels pres H W Canfield treas

Albert S Faber sec

Dayton Dayton Agr and Mechanical Assn Sep

28 to Oct 1 W C Marshall sec

Till Reiss sec 28 to Oct 1 WC Marshall see
Greenville Greenville Agr Society Sep 14 to 16
Till Reiss see
Hookstown Mill Creek Valley Agr Society Aug
24 to 26 H W Nelson pres R M Swaney see
Kittanning Kittanning Fair Assn Aug 24 to 27
G R Brown pres Thos McConnell see
Lititz Warwick Driving Park Assn Sep 1 to 5
Lehighton Carbon County Ind Society Sept 28
to Oct 1 Henry Miller pres C W Bower see
Mansfield Simythe Park assn Sep 21 to 24
C S Ross pres W D Husted treas J A Elliott see
Newport Perry county Agr Society Sep 21 to 24
F A Fry see
Orwigsburg Orwigsburg Agricultural and Horticultural Society Aug 31 to Sept 3 John T
Shoener pres Hiester S Albright treas Andrew
C Eissenhuth see
Reading Pa Berks Co Agril So Sept 7-10 James
McGowan pres, Cyrus T Fox sec
South Burgettstown Union Agr Assn Oct 5 to 7
Hugh Lee pres Wm Melvin secy
Waynesburg Pair Assn J T Rogers pres

#### RHODE ISLAND.

rovidence State Fair assn Narragansett Park Sept 6 to 10

#### TENNESSEE.

rownsville Haywood County Amusement Club July 5 W R Holbrook TEXAS.

Braunfels Comal county Fair assn Oct anda pres F Simon sec

#### WEST VIRGINIA. celing State Fair Sept 6 to 10 A Reymann es Geo Hook treas and sec

WISCONSIN. Arcadia Agr & D P Assn Aug 24 to 27 F C Richmond sec
Antigo Langlade county Agr Soc Sept 2 to 4
John McGreer sec John McGreer sec laraboo Sauk county Fair Sept 28 to Oct 1 J S Hall sec

Cw Marve sec
Boscopel Boscobel Agr and D Assn Sept 1 to 3
F C Muffley sec
Chippewa Falls Chippewa county fair Aug 31
to Sep 3.
Chippewa Falls Chippewa county Agr Society
Aug 31 to Sept 3 Jesse R Sharp sec
Cumberland Cumberland Agr & D P Assn Sep
14 to 17 H S Cumstock sec
Cedarsburg Ozaukee County Agl Society Sept
28 to Oct 1 W H Rintelman pres D E McGinley sec

28 to Oct 1 W H stintennia pres 2 4 to Ginley sec
Chetek Barron county Agr Soc Sept 7 to 9
Joseph E Cartright sec
Darlington Lafayette County Agl Society Aug
24 to 27 Geo F West sec
Dodgeville Jowa County Agl Society Aug 24 to
27 J B Hoskins pres G W Mundy sec
Duluth Sept 22 to 25
Eikhorn Walworth county Agr Soc Sept 28 to
Oct 1 Geo L Harrington sec

Elkhorn Walworth county Agr Soc Sept 28 to Oct 1 Geo I, Harrington sec
Fond du Lac Kite Park Fair Assn Sept 7 to 11
H D Harkle sec
Fennimore Feunimore Fair & D P Assn Aug
25 to 27 John Rogers sec race meeting July 5-6
Hortonville Agr Society H O Diestler sec
Hudson St Croix county Agr Soc Sept 15 to 17
Frank Maguire sec Hudson St Croix county Agr Soc Sept 15 to 17
Frank Maguire sec
Hauston Juneau county Agr Soc Aug 31 to Sep
2 I C Baldwin sec

2 I C Baldwin sec Ironwood Sept 9 to 11 Lancaster 42d Annual Fair Grant co agl Socy Sep 15 to 17 D Abrams pres T A Burr sec Menominee Dunn county fair Sep 20 to 24 G

Sep 15 to 17 Danasa Parker Sep 20 to 24 G Menominee Dunn county fair Sep 20 to 24 G Gallaway sec
Milwaukee Wisconsin State Fair Sep 20 to 25
T J Fleming sec Madison
Monroe Green c.unty Agr Soc Sept 1 to 4
Frank Smock sec
Portage Columbia county agr society Sep 14 to 17 Kennedy Scott sec Rio
17 Kennedy Scott sec Rio
18 Price county Agr Soc Sept 5 to 17 Fred
W Ruff sec
Rhinelander Oneida county Agr Soc Sept 6 to 6 E F Parker sec hinelander Uncaua County Agr Soc Sep 21 to 24 J G Bunell sec Sparta Monroe county Agr Soc Aug 24 to 27

Sparta Monroe county Agr Soc Aug 24 to 27
Reeve sec
Superior Sept 28 to 30
Seneca Crawford county Agr Soc Sept 21 to 23
Fergus Mills sec
Tomah Eastern Monroe county Agr Soc Sep 7
to 9 M L, Hinerman sec
Viroqua Vernon county Agr Soc Sept 14 to 17
F W Alexander sec
Wausau Harathon county Agr Soc Aug 30 to
Sept 1 L K Wright sec
Wauskesha Waukesha county Agr Soc Aug 24
to 27 Frank W Harland sec
West Salem La Crosse county Agr Soc Sept 21
to 23 F H A Nye sec
West Bend Washington county Agr Soc Sep
27 to 29 Joseph Ott sec
West Superior Douglas county Agr Soc Sep 28
to 30 Fred M Williams sec

CANADA.

#### CANADA.

Bowmanville Ont West Durham and Darlington Union Agr Societies Sept 16 to 17 R Windatt ton Union Agr Societies Sept 16 to 17 R Windatt sec
Collinwood Ont Great Northern Exhibition Sept 21 to 24 J W Archer sec
Goderich Ont Great Northwestern Exhibition Sept 21 to 23 Jas Mitchell sec
Halliax N S Nova Scotia Provincial Fair Sept
28 to Oct 1 James W Power sec
Montreal Montreal Expo Aug 19 to 28 S C
Stevenson 218 St Lawrence st manager and sec
Markham Ont E R of York and Markham Agr
Societies Oct 6 to 8 W H Hall sec
Ottawa Ont Central Canada Exhibition Assn
Sept 17 to 25 E McMahon sec
Sherbrooke Que Great Eastern Exhibition
Aug 20 to Sept 4 H R Fraser sec
Three Rivers Que St Lagrence Valley Exhibition Sept 240 11 J A Frigon sec
Toronto Victorian-Era Expo and Ind Fair Aug
30 to Sept 11 H J Hill manager and sec

#### Horse Shows.

Newport R I Newport Horse Show Assn Aug 23 to 28 Kansas City Mo Third Annual Horse Show Sep 7 to 13 Fairmount Park A E Ashbrook sec 620 Wyandotte st

#### Expositions.

New York N Y Inter Art Expositions of U S at Lenox Lyceum April 7 to May 4 Nashville, Tenn. 1897. May 1 to Oct. 31. Winnepeg Man Winnepeg Industrial Exhibi-tion July 19 to 24 F W Henbach mgr Omaha, Neb. Trans-Mississippi and Interna-tional Exposition, June 1-Nov. 30, 1898

#### Races.

Little Rock Ark March 29 to April 8
Newport Ky April 1 to May 26
Memphis Tenn April 10 to May 1
Aqueduct Li Queens County Jockey Club Spring
meeting April 28 to May 7 Summer meeting
July 26 17 Fall meeting Oct 4 to 13
St Louis Mo May 1
Ideal Park Wis Ideal Park Racing Assn Begins May 1 Ideal Park Wis Ideal Park Racing Assn Begins May 3
Lexington Ky May 3 to 10
Nashville Tenn May 3-12
Louisville Ky May 6-22
Morris Park N Y (spring) May 8-20
Morris Park N Y Westchester Racing assn Spring meeting May 8 to 29 Fall meetinng
Oct 14 to Nov 2
Louisville Ky New Louisville Jockey Club May
12 to 24 12 to 24 Oronto Ontario Jockey Club May 22-29 inc

Appleton Fox River Fair and Driving Assn
Aug 30 to Sep 3 MF Barteau
Ashland Ashland county Agr Soc Sept 14 to 17
R F Spencer sec
Beaver Dam Dodge county fair Sep 28 to Oct 1
C W Harvey sec
Boscopel Boscobel Agr and D Assn Sept 1 to 3
F C Muffley sec
Chippewa Falls Chippewa county fair Aug 31
to Sep 3.
Chippewa Falls Chippewa county Agr Society
Aug 31 to Sept 3 Jesse R Sharp sec
Cumberland Cumberland Agr & D P Assn Sep
14 to 17 H S Cumstock sec
Cedarsburg Ozaukee County Agl Society
Sept 28 to Oct 1 W H Rintelman pres D E Mc.

Ontario Ontario Jockey Club Woodbine Park
May 22 to 29
Ceutlph Ont May 24 25
Guelph Ont May 31 June 1
Gravesend L I Brooklyn Jockey Club Spring meeting May 31 to June 19 Fall meeting Sept 14 to 70
Lititz Pa June 7 Colorado Springs Col June 3 to 10
New York June 8 to 11
Stratford Ont June 8 to 11
Stratford Ont June 8 to 11
Denver Col June 12 to 19

Rockport O June 15 to 17
Medford Mass June 15 to 18
Port Huron Mich June 15 to 18
Lincoln Neb June 16 to 18
St Joseph Mo June 22 to 25
Newburg O June 22 to 24
Aylmer Ont June 22 to 24
Aylmer Ont June 22 to 24
Sheepshead Bay L I Coney Island Jockey Club Summer meeting June 22 to July 10 Autumn meeting Aug 24 to Sept 11
Anaconda Mont June 26 to July 2
St Thomas Ont June 29 to July 1
Fort Brie Canada Fort Erie Jockey Club June 29 to July 3 and 5

St Thomas Ont June 29 to July 1
Fort Rrie Canada Fort Rrie Jockey Club June
29 to July 3 and 5
Peoria III 1st meeting June 29 to July 2 2d
meeting Ang 10 to 13 W L Slagel sec
Detroit Mich Highland Park June 30 to July 3
Warren O Oak Grove DC June 30 to July 3
Battle Creek Mich June 30 to July 30
Omaha Neb June 30 to July 30
Omaha Neb June 30 to July 30
Sumner Io July 2 to 3
Lititz Pa July 5
Youngstown O July 5 to 7
Elk Point S D July 2 to 11
Erie Pa July 5 to 8
Peoria III July 6 to 9
Portland Me Rigby July 6 to 9
La Salle III July 6 to 9 M Cummings sec
Windsor Ont July 5 to 10
Brighton Beach Nineteenth annual meeting
the Brighton Beach Racing assn July 6 to
Aug 23
Petrolia Ont July 10 15

Aug 23 etrolia Ont July 10 to 15 to Aug 21
Butte Mont July 27 to Aug 28
Tilsonburg Out Aug 3 to 5
Griggsville Ill Aug 3 to 6
Henry Ill Aug 3 to 6 C A Camp sec
Middletown Ind Aug 3 to 7

Welland Ont Aug 10 to 11
Warren O Oak Grove D C Aug 10 to 13
Webster City 10 Aug 10 to 13
Erie Pa Aug 12 to 15
Ottumwa Io Aug 16 to 19
Macomb Ill Aug 16 to 20
Canton O Aug 17 to 19
Port Huron Mich Aug 17 to 20
Logansport Ind Aug 17 to 20
Rich Hill Mo Aug 17 to 20
Macomb Ill Aug 17 to 20
Carroll Io Aug 17 to 20
Medford Mass Aug 17 to 20
Syracuse N Y State Fair Aug 23 to 27
Newcastle Ind Aug 24 to 27
Newcastle Ind Aug 24 to 27
Columbus Junction Io Aug 24 to 27
Fredonia Kan Aug 24 to 27
Rutland Vt Aug 24 to 27
Rutland Vt Aug 24 to 27
Terre Haute Ind fair Aug 30 to Sept 3
Elwood Ind Aug 30 to Sept 4
Columbus O State Fair Aug 30 to Sept 4
Columbus O State Fair Aug 30 to Sept 4
Columbus O State Fair Aug 30 to Sept 3
Vermont and Northern New York Trotting and Racing Circuit Burlington Aug 31 to Sept 3
Plattsburg Sept 7 to 10 Canton Sept 14 to 17
Potsdam Sept 21 to 24
Wooster O Aug 24 to 27
Youngstown O Sept 1 to 3
Burlington Vt Aug 31 to Sept 3

Youngstown O Sept 1 to 3
Burlington Vt Aug 31 to Sept 3
Crawfordsville Ind Sept 6 to 10 Wheeling W Va Sept 6 to 10
Hornellsville N Y Sept 6 to 10
Lansing Mich State Fair Sept 6 to 11
Hamiline Minn State Fair Sept 6 to 11 Kokomo Ind Sept 6 to 10
Providence R I Sept 6 to 10
Morrison Ill Sept 7 to 10
Liberty Mo Sept 7 to 10
Liberty Mo Sept 7 to 10
Toledo O Sept 6 to 11
Plattsburg N Y Sept 7 to 10
Youngstown O Sept 8 to 10
Sac City Io Sept 8 to 10
Bardstown Ky Sept 7 to 12
Warren Pa Sept 14 to 17
Hethlehem Pa Sept 14 to 17
Hethlehem Pa Sept 14 to 17
Washington Pa Sept 15 to 17

Springfield III State Fair Sept 22 to Oct 2
Red Oak Io Sept 27 to Oct 2
Balitmore Md Pimlico Diving Club Spring
meeting 1st week in June Fall meeting Sept
27 to Oct 1
Malone N Y Sept 28 to Oct 1
Hillsdale Mich Sept 27 to Oct 1
Terre Haute Ind Sept 27 to Oct 1
Terre Haute Ind Sept 27 to Oct 1
Providence R I Oct 5 to 8
Lexington Ky Oct 5 to 16
Brocton Mass Oct 6 to 9
Aberdeen S D State Fair Oct 11 to 16
Medford Mass Oct 15 to 15 Brocton Mass Oct 6 to 9
Aberdeen S D State Fair Oct 11 to 16
Medford Mass Oct 13 to 15
Louisville Ky Oct 18 to 20
Salem O July 3 to 4 and July 23 to 30
Newark O June 29 to July 2
Columbus O July 6 to 10
Portsmouth O July 27 to 30
Chillicothe O Aug 3 to 6
Washington C H Aug 10 to 13
Lancaster O July 13 to 16
Xenia O Aug 17 to 20
Butte Mont Aug

#### .22222222222222222 convencions,

Fetes, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are likely to attract large concourses of people to any one particular city and for this reason prove of importance to advertisers, showmen, streetmen, general passenger agents, etc. The list is carefully revised and corected monthly.

<sup>e</sup>eeeeeeeeeeeeeeeeeeeeeeeeeeeeeee Atlantic City, N. J. Seventh Annual Convention of the Associated Bill Posters' Association, July 17-20, 1897. J. Ballard Carroll, sec'y, Albany, N. Y.

N. Y.
Chicago III Illinois Press Assn July 7
Chicago, III. National Association Moulding and Picture Frame Manufacturers. Dec. 15, 1897.
Cincinnati O Ohio State Library Assn Oct 5 to Dayton, Ohio. State Library Assn Oct 5 to 6 A W Whelpley pres Dayton, Ohio. Sixth annual Convention of the Ohio Master Painters' and Decorators' Association, July 27-28, 1897. W. J. Albrecht, see'y, Toledo, O.

Toledo, O.
Cincinnati O Irisha Landwehr Verein Aug 2
S B Bonwright sec Cin'ti O
Cincinnati O Brotherhood of Locomotive Firemen Jan 21 J V Reynolds sec Cleveland O
Columbus O Army of the Cumberland Sept 21-23
Kansas City Mo 3rd annual Kansas City House
Show Fairmount Park Sept 7-13
Nashville Tenn Laundrymen's National Assn
Sent

Sept
Nashville Tenn United Confederate Veterans
June 22-24 Col J B O'Bryan Director General Nashville Tenn United Confederat
June 22-24 Col J B O'Bryan Director General
Nashville
Newark O Newark Driving Assn John H
Swisher pres, C Seymour treas June
Orlando Fla
National Good Roads Congress

Orlando Fla National Good Roads Congress Feb 2 1898
Philadelphia Pa German American Journalists' Assn Date not decided
Pittsburg Pa Grand Encampment of Knights Templars ad Tuesday in Oct WB Melish Gr Junior Warden
San Antonio Tex International Association of Ticket Agents War to

San Antonio Tex International Association of Ticket Agents Mar 10
St. Louis, Mo. Third Annual Convention of The International Bill Posting Association, July 6-9, 1897. Clarence E. Runey, sec'y, Waukegan, Ills. gan, Ills, San Francisco Cal Carnival of the Golden Gate April 19 to 25 General R H Warfield pres Henry I Fisher Cor sec S H Friedlander di-

Troy N Y New York State Assn of Master Painters and Decorators July 7-8
Warren O Oak Grove Driving Club July and
Aug B F Pew pres, M S Clapp sec
Washington D C Universal Postal Congress May

### Poultry Shows.

Amesbury Mass Amesbury Poultry and Pet Stock Assn M H Sands secy Seneca Falls N Y Seneca Foultry and Pigeon Assn Fred Habel sec Peoria Ills Peoria Feathered Stock Assn Jan 4 to 8 1898 Robert Joos supt Johnstown N Y Adirondack Poultry and Pet Stock Club November Johnstown N Y Adirondack rount, and Stock Club November
Rochester N Y Rochester Poultry Show Jan 10 to 15 1898 J J Beveridge sec

#### Dog Shows.

St Louis Mo. St Louis Kennel Club March 3 to 6
Wm Hutchison sec
Chicago Ill Mascoutah Kennel Club March 10
to 13 E M Oldbam supt
Louisville Ky Kentucky Kennel Club March
17 to 20 J A Reaves.sec.
Pittsburgh Pa Duquesne Kennel Club March
24 to 27 W E Littell sec
Baltimore Kennel Assn March 30 to April 2 Dr
G W Massamore sec
San Jose Cal March 31 to April 3
Stocktonton Cal Stockton Kennel Club April
7 to 10 John Heffernan sec
Los Angelos Cal Southern California Kennel
Club April 14 to 17
West Point Miss Field Trial Champion Assn
Feb 16 W B Stafford sec
Morris Man Manitoba Field Trials Club Sept 6
Jno Wooton sec Jin Wooton see
Newton N C Eastern Field Trials Club Nov 15
S C Bradley see
Stockton Cal April 7 to 10
Louisville Ky Kentucky Kennel Club March
17 to 21 Francis J Hogan see 317 4th ave

YOU WANT BUSINESS! WE HELP YOU GET IT.

By distributing your advertising matter where it will be read, in Stockton and Camden. Population 78,000. Signs tacked. Bills posted. Write: STOCKTON ADVERTISING CO. (B) Box 333, North Cramer Hill, New Jersey.

# No Wonder You Are

disappointed when your distributing is not done the proper way. You can avoid this by sending your work to us. Good Work, reasonable rates are our watchwords.

J. E. STROYER CO., 114 Weld St., Rochester, N. Y.

Member I. A. of D.

CHILLICOTHE, ILL. CHARVAT BILL POSTING CO. HENRY CHARVAT, Manager.
Seven Cities Covered. Population, 12,000. Correspondence Solicited.

### Utah and California!

Are two of the most magnetic names in the roll of States, and the best way to reach them is RIO GRANDE

WESTERN RAILWAY,

"Great Salt Lake Route." As the titles indicates, the R. G. W. is the only line that passes directly through Salt Lake City on the way to California; and Salt Lake City and the Great Salt Lake are the two points which certainly should not be missed on your Western trip, as they contain more interest to the average American than any two other points within the confines of the United States. Study the matter carefully, and you will choose the R. G. W. for this reason, as well as for the magnificent scenery, superbequipment and fast time. Write to F. A. WADLEIGH, General Passenger Agent, Salt Lake City, Utah, for particulars.

# SEND FOR A COPY OF Business The Office Paper

Mailed free to all mentioning this advertisement BUSINESS contains articles by noted writers upon Office Routine, Business Management, Accounting, Advertising and Economic subjects, included under Finance, Transportation, Commerce and Manufacturing

and Manufacturing.

To read BUSINESS is a liberal commercial To read BUSINESS is a liberal reducation in itself.
The office of BUSINESS is to be in every office.
Monthly, \$2 a year. Address
BUSINESS PUBLISHING CO.
13 Astor Place, New York.

Philip B. Oliver, Licensed City BILL POSTER.

AND DISTRIBUTOR. 3,000 Feet of Board. 75 Three-Sheets.
Special Attention Given to Commercial
Work and Distributing.
All Work Guars nteed.

319 Cherry St., FINDLAY, O. POPULATION 23,000.

### A. E. BENTLEY,

Only Licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. Rates made known on application.

# HENRY C.

PATERSON, N. J.

SIDNEY, OHIO, C. P. ROGERS

Owns and controls all billboards and dead walls in the city. Also DISTRIBUTING carefully attended to

G. F. BANGASSER & CO. CITY BILL POSTERS AND DISTRIBUTORS,

Signs Tacked and Signs Painted. Own all Bill-Boards in our locality. P. O. Box 38 MCMINNVILLE, OREGON.

TRENTON, NEW JERSEY. The Trenton Bill Posting Co.

Owrs all Billboards in the city and suburbs Population 70,000. I guarantee the value of all Bill Posting and Distributing. WM. R. WILLIAMSON, Manager

Bill Posters and Distributors. WE ARE SUCH.

Licensed and Responsible

**BROWN & WATSON** 

Pop. 10,600. PERU, IND.

Lorain, O., P. J. Smith,
Bill Poster and Distributor. 3196th St. n97

Laramie, Wyo. H. E. Root, Mgr. Opera House and City bill poster and distributor (lie'd), 150 34 St. ¶¶97

Belvidere, 111. d97 Fred. wiffin, Bill Poster, 312 Caswill St. Wilmington, North Carolina. Pop-

ulation, 25,000. hos. P. Day & Co., Bill Posters and Distributors

Hillsboro, Texas.

Phillips Bros,,City Bill Posters and Distributors,

Lima, Ohio. Pop. 20,000, W. C. Tirrill, City Bill Poster and Distri-buter. Work promptly done. tf

Memphis, Tenn.
Van Beuren & Co., Bill Posters and Distributers, 224 Second street.

Milford, Mass.
Population, 10,000. W. E. Cheney, City Bill Foster, Distributor. &2 So. Bow street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city Baggage and scenery truck express. fe-12

Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service.

DENVER, COLO.

The Curran Bill Posting & Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Springs. Population of Denver, 165,000; Pueblo, 40,000; Colorado Springs, Colorado City and Manitou, 20,000.

Waukegan, Ill.

G. Kuney & Son, Distributors. Bill Posters, etc.: Circuit 18 towns.) Pop. 35.000. no

R. W. STORRS.

De Funiak Springs, Fla.
Can cover all West Florida outside of Pensacola in any manner desired.

Brantford, Can. Pop. 17,000. Chas M. Smith & Co., Bill Posters and Dis-tributors. own and control 20,000 feet of boards. Reliable distribution.

Oakland, Cal. Belasco & Co., Bill Posters and Painted Signs. 1891. "Everything comes to him who hustles while he waits." 1897.

THE HUSTLER ADVERTISING CO.

Prompt personal OUT-DOOR ADVERTISING The only excluservice guaran teed at all times.

IN ALL ITS BRANCHES. Service in city. W. H. CASE, MANAGER.

24 NORTH MINER STREET,

FORT WAYNE, IND.

Fair Ground Goods, Merry-Go-Rounds, Games, Etc.

Playing Cards and Ivory Go ds.

OGDEN & CO.. Manufacturers of

Automatic Slot Machines, Bonanza, Star, Carlo, Monte Carlo, Etc.

New Designs Every Month. Largest Factory in U. S.

Automatic Game Devices at Lowest Prices.

185 Clark Street, CHICAGO, ILL.

The English counterpart of THE BILLBOARD. Subscriptions 50 cents per year, post free, may be sent to 127 East Eighth St., Cincinnati, O.

NOTHING EXCELS THE SERVICE RENDERED BY THE

### BINGHAMTON BILL POSTING COMPANY, CONTRACTORS FOR

**OUT-DOOR ADVERTISING** IN ALL ITS BRANCHES.

Prompt Service by Deliable Men.

P. M. COOLEY, Mgr., BINGHAMTON, N. Y.

The W. D. Husted Advertising Co.

Town and BILL POSTERS Distributors, Bulletin Sign Painting,

Out door Advertising of every description

Office: 67 Main Street. MANSFIELD, TIOGA CO., PA.

TE OWN OR CONTROL ALL BOARDS AND POSTING PRIVILEGES IN . . . . . .

MANSFIELD.

The leading town in the "Northern Tier," over 6,000 square feet of boards.

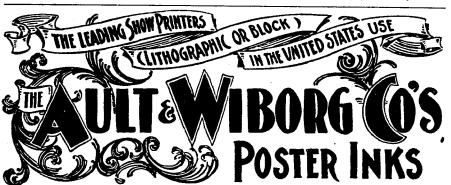
Also have boards and posting privileges in every town in the county.

FRANK M. DEUBL.

BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR,

187 Schuyler Avenue, KANKAKEE, ILL.

Kankakee, Bradley and Bourbonnais total population. 15,000



ARE YOU ONE OF THEM? THE AULI EWIBORG ( CINCINNALIE OF GRIGAGO:

Mexican International R. R.

EAGLE PASS ROUTE. The Short Standard Gauge Line between p

cipal points of the United States and Interior Mexican Points. No Transfer of Cars at the Border.

A through Pullman Buffet Sleeping Car Line running daily between San Antonio, Texas, and the City of Mexico.

A passenger representative meets all trains at the border to look after customs inspection and to aid passengers in making money exchanges, etc.

changes, etc.

An inspector of customs accompanies the train each morning from Eagle Pass, Texas, to San Antonio, Texas, to make inspection of baggage belonging to northbound passengers at their convenience.

convenience.
For further information call on or address any agent of the Southern Pacific Co., or
W. H. CONNER,
Commercial Agent, Commerce Bldg.,
Cincinnati, O. C. K. DUNLAP, Geu. Pass. Agent, Ciudad Porfirio, Diaz, Mex.

THEATRICAL AND CITY BILL POSTERS,

Distributing and Advertising Agents,
Work promptly and properly executed.
B. WOODWORTH, Mgr. FORT WAYNE, IND.

CRITTENDEN & CO.

City Bill Posters and Distributors, CENTRALIA, ILL.

We own and control all boards in this city, also make large and small contracts for all kinds of advertising, we cover a great deal of territory,

HERMAN DELKER Bill Poster - - Distributor. JUNCTION CITY.

Box 402. KANSAS

What is worth doing at all, is worth doing well.

JNO. H. JONES,

Best facilities for distributing, sampling, sign lacking—card, tin or steel. Population. 500,000. Dwellings, 85,000. Member I. A. of D. Office, N. W. Cor. Flount & McHenry Sts.,

BALTIMORE, MD.

Oregon Sign Co.,
Billi Posters. Distributors and Sign Painters Box 374, Oregon City, Oregon. #597

Fayetteville. N. C.

tiawkins Bros., Bill Posters and Distribucors. Lock Box 170

5597 Santa, Fe, N. M., A. M. Dettelbach,

Bill Poster, Tacker and Distributor for Santa Fe. Tacker Rio Arriba Co's. n97 Oswego, N. Y., F. E. Munroe.
Licensed Bill Poster, Distributor and Sign
Painter.

Troy, Ill.
F. C. Gales, Bill Poster and Distributor, Reference furnished.

Clarksburg, W. Va., Pop. 5,000 W L. Deisou, City Bill Poster and Distrib-

Butte, Mont, W. E. Kendrick, Bil poster and sign advertiser, P.O. box 122.

Fort Wayne City Bill Posting Co.
The stricts and City Bill Posters. Distributing and Advertising Agents. Work promptly and properly executed.
FORT WAYNE, IND. C. B. Woodworth, Manager.

Lu Verne, Minn. Pop. 3,000. Box 490.

Waukon, Iowa Wm. S. Hart & Co. Pop. 3,000 Control all space, including Opera House and Fair Grounds. Goot work anywhere in N. E. lowa aniy

Nanaimo, British Col. Pop. 7,000. A. A. Davis owns and controls boards and spaces. P. O. Box 189

Po'keepsie, N. Y. 24 Mechanic St. M. F. Spie ger, The Honest King Bill Pos-ter and Distributor.

Look Here!



Single Column Cuts, \$1.00 Double Column Cuts, \$2 00



# The Asa Richards Cassidy Co.

**ADVANCED IDEAS** IN ADVERTISING.

Hulbert Block, S. E. Cor. 6th and Vine Sts., CINCINNATI, O.

Pictorial and Descriptive Hints pertinent to any and everything

A New and Artistic Line of Eye Catchers, from originals by Ass Richards Cassidy, who aims hereafter to keep the advertising world supplied with an abundance of absolutely fresh material at very moderate cost. Write for

Jackson, Ga., C. A. Henderson & Co. Member I. A. of D., advertising agents, Territory: Atlanta, McDonough, Griffin, Locust Grove, Jackson, Flandla, Macon, Forsyth and Barnesville, includes popula-tion of 175.000.

Springdale, Arkansas. ('irculars samples, book'ets, almanacs,etc., honestly and thoroughly distributed from house to house at reasonable rates. Address D. H. Whitener, ††97

Grand Rapids, Mich. George M. Leonard, Reliable Distributer

Winona, Minn. Pop. 25,000. Winona Circular Dist. Co., 78 E. Second st General Outdoor Advertisers, Sign Tack ing a soccia tv.

Pittsburg, Pa. Pop. 560,000.

Established 1892.
The "TWIN CITIES" Distributing Agency, DISTRIBUTORS,
Office 6, Sixth St. Branch, ALLEGHENY.
J. T. HUDSON, Manager. JESSE K. BAYLIS, GEO. W. JACKSON, Proprietors D. K. JACKSON Supt.

Mattapan, Mass. D. L. Cushing,

Milford, Mass. Pop. 9,000. E. R. Negu , Dis ributer. 337 Main St. Tucson, Arizons, 2,000 ft. of boards WM. REID Box. 148.

Delaware, O. G. D. McGuire,

Stavanger, Minn
Ole Ho'm, Bill Poster and Distributor n97 Evansville, Ind. 75,000. Licensed. Evansville Bill Pos ing and Distributing Co. Sole Bill Posters and Distributors, 197

Laconia, N. H. Pop. 15,000. Folsom Opera House, Driving Park and Show Grounds J. F. darriman, Manager. Owns all boards in the city and suburbs.

Woodland, Cal.
Dietz & Giendenning, Bill Posters. n97 W. E. Patton, Corinth, Miss.

Bill Poster and Distributor. Reference furnished. Box 164. n97

Waukeshs. Wis.
Cadwell F. Mevis City Bill Poster and Dis-tributor 638 Main Street. n97

Aurora, Illa.

Bill Poster and Distributor.

Circuit, 16
towns. Pop. 60,000.

Wilmington, "Mr. Manager!" Delaware. Population, "One Moment Please." WE paint pictorial advertising signs,

society silk banners, show canvas, theatrical scenery and imitation litho. OUR artists are expert and up-to-date. WE do bill posting, distributing and

tacking. WE own 20,000 feet of space, honesty, energy, experience and World's Fair diplomas.

OUR boards, stock, labor and prices are

WE have no alleys, back fences, "charlie boxes," boys or "bums."

WE want your address, acquaintance, work and inspection, once got, always retained, "It's your move."

C. M. Smith & Co., Brantford, Canada. Population of City 17,000. County 50,000.

Country 5,000,000.

88 South St., MIDDLETOWN, N. Y., Distributors and General Advertisers.

Prompt Service Guaranteed. Correspondence Solicited. Middletown is the Railroad and Commercial Hub of Orange County. Population City 15,000; County 97,760. Members International Association of Distributors.

Nashville Distributing and Advertising Co., 150 N. Cherry Street, NASHVILLE, TENN.

WILMINGTON

BILL POSTING.

DISTRIBUTING

\_\_\_\_ AND =

**ADVERTISING** 

Own all the prominent boards throughout the

city. Satisfaction guaranteed on all work.

Office, Grand Opera House,

Wilmington,

Delaware.

COMPANY.

Population.

75,000

Licensed and Bonded Distributors and Tackers for Nashville and Chattanooga, Tenn. Member International Association of Distributors. This association guarantees service of its members. ||7 JAMES L. HILL, Mgr. ESTABLISHED 1876.

+ CHARLES W. YORK. Bill Poster and Distributor.

+ HAVERHILL, MASS.

I make a specialty of Distributing. Reference if required. ¶97

Sterett Show Printing Co., San Francisco, Cal.

Blaney, Wm. E., Expert Ad Writer, Station T, Boston, Mass. Bowland Advertising Sign Co., Rome, N Y.

Kansas City. Mo. Pop. 300,000. Midland Advert sing Co...Joseph|Reld, Mgr Distributing, Tacking. Reliable Men only Alt towns in Jackson and Wyandotte Cos. Mem. International Ass'n of Disfributors.

Boston, Mass. Pop 500,000. Meridian, Miss., Pop. 15,000 L D. Hoffer, city bill poster and distribu-

Rutland, Vt., M. Kingsley.
Owns and controls all billboards. Address
48 Wes St., Rutland. Vt.

Parkersburg, W. Va., Pop. 15,000 C.4: heuvront, bill poster and distribu-tor. Reference, any bank in city. Satis-faction guaranted. [197]

Paducah, Kv., H. Joseph Harth.

Scranton, Pa. Population 120,000
The Metropolis of the coal regions.
Reese & Long, Distributors mav9 Chillicothe, Mo., Z B. Myers.

twens all bill boards. Tacking, Distributing and Bill Posting done satisfactory or no pay. Write him. Atlanta, Ga., 124 Haynes St.

Wm Peden, Advertising Distributed, Signs tacked up in this and adjoining coun-ties. \$1 00 per 1000 and up. d97 Terre Haute, Ind.
James M. Dishon, Distributing, 29 South
5th 8t,

Carlisle, Ind. Sulvivan a., R. J. Chilcote. Distributor. n

Manning, S. C.
Distributor. T. M. Young, Manager. P.O.
Box"Y." n97

Charleston, W. Va. Pop 15,000 E.H. Orwithen, Distributor, Satisfaction guaranteed. Six adjoining towns. 19

Bangor. Me., and Neighboring
Cities. Pop. 40,000
Distributor and Sign Painter, reliable ser
vice at bottom rates. Write me for estimates. E. A. Campbell, 17 Park St. n97

Peru, Ind. Chas. W. Stutesman, Licensed City Bill Poster and Distributor. Jacksonville, Iil., 807 S. Main St., Wm. Burke, member of and recommended by U. S. Dist, Bureau

Boise, Idaho, Elmo, Gordon & Co. Reliable Distributers and Sign Tackers. We pay rent for our locations and can guarantee.

Cincinnati, O. Pop. 350,000 Unexcelled Distributing Service. W. H. Steinbrenner, 811 Vine, Cincinnati Pop. 350,000

Chicago, Ills. J. A. Clough,
Contracts solicited for the distribution of
all legitimate advertising matter in Chicago and suburban towns.

RUBBER STAMPS.

Ctimax Stamp Works, box 106, Belgreen, Ala. Sample—any wording—and self-inking pad, 10c.

THEATRE TICKET PRINTERS.

C. F. Ansell, Mfg. Coupon Theatre Tickets and Diagram Ticket Racks. Lowest prices. Always on time. No mistakes 155 Washington Street, Chicago.

Scranton, Pa., 654 Deacon St. J. H. Beltz, member I. A of D., samples put out, circulars distributed. signs natied up. Work is guaranteed. 200,000 people in Lack-awanna County.

# THIS IS AN AGE OF SPECIALTIES

We make a specialty of Posters—colored, lithographed posters. They are just the thing with which to advertise your specialty. We can prove that we can give you more profitbearing advertising with posters for a certain stated amount of money, than you can obtain for a like amount in any other medium. We not only prove it, but we guarantee it. If you are dubious, write us.

THE DONALDSON LITHO. CO... CINCINNATI, OHIO.

To get the best results from posters, advertisers should use special posters, that is to say, they should have their posters made to order—have a special design made especially for their own use. But those who want to try them in a small way, just for a beginning, will find our stock or syndicated posters just the thing.

### HERE ARE TWO NEW ONES.



#### THIS ONE

is designed for milling companies, who may wish to advertise (ext erimentally) any specialty in the way of a brand of flour, oatmeal, rolled oats, cracked wheat, cereal prepara-tion or breakfast food. It enables them to test the value of this class of advertising on a single town, thus, involving only slight outlay. The poster is a good one. Nice fat healthy babies catch the mothers, and the mothers buy the groceries. The idea is all right; so is the size 28 inches wide and 42 inches high, handsomely lithographed in colors. We sell them printed as desired all ready to post as follows:

#### THIS ONE

is designed to advertise cigars, whisky, bitters, spices, or will answer for a tooth powder. It is in no sense a show bill, but on the contrary, is beautifully finished in colors, and resembles a handsome show card. It is particularly attractive. There is something about it which commands the attention and holds it. It is attractive without being either suggestive or vulgar. No better poster was ever made for advertising articles of interest to men. We sell them all printed and ready to post at the following prices:



If your bill poster can not show you samples, send 9 cents in stamps for either. Send it to

# THE DONALDSON LITHO. CO. CINCINNATI, OHIO.

BILL POSTERS AND AGENTS. Please note that we have issued new posters for Bicycle Dealers, Fairs, Running Races, Trotting Races and Boat Races; new posters for Bicycle Races, Spring Hats, Spring Shoes and Spring Clothing; new posters for Picnics, Athletic Carnivals, Baseball Matches and Outings; new posters for Traction Parks, Excursions, Ice Cream Parlors and Gas Stoves. Samples free to agents and bill posters of recognized standing.

# H. K. APPLE, INDIANA SIGN CO.

SIGN WORK OF ALL KINDS TO ORDER.

BILL POSTING A SPECIALTY.

10,000 Feet of Private Space at your disposal. Will rent spaces any length of time. Give him a trial. County work taken on application.

## INDIANA, PA.

## AGENTS WANTED Either ladies or gentlemen, to sell our new

HIGH-GRADE TOILET SOAPS AND PERFUMES.

You can start a profitable business without any capital, provided you send us written two recognized responsible business men of your town or city, and mention in what publication you saw this advertisement.

THE MINETEAUX SOAP & CHEMICAL CO., 38 East Third St., CINCINNATI, O.



# Your Portrait.

We will send THE ADVERTISING WORLD (price 75c.) and engrave your portrait, style herewith, and furnish plate ready for any printer to print from, all for \$1.25. Send photo, which will be returned. Halftone, same size instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make

this offer just to introduce our paper to new readers. THE ADVERTISING WORLD is an eight page, five column, monthly paper, illustrated, original, devoted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbus, Ohio.

JOHN T. WILLIAMS,

Population 90,000.

BILL POSTER. 346 Morrison St., PORTLAND, OREGON. Established 1868.

YOUNGSTOWN, O. Box 153.

Send all circulars and samples for distribution throughout the Western Reserve to the . Eastern Ohio Distributing Bureau.

SEED MEN LOOK OUT!

It's your turn next. If you would catch the farmers of Oklahoma advertise in The Horner. Goes to 800 farmers in Oklahoma in May. 3 cts. a line. Goes to press 25th. OKLAHOMA HORNET, Guthrie, Oklahoma, Box 260. 50.000 names, never been copied, \$2.00 per 1,000. Good chance for patent medicine men.

50,000 names—\$1.00 per 1,000; 5,000, \$4.50; Self-setting Rats, 20 cts., catch 100 a night, 55 Receipts, \$1.00, all different. Circulars mailed with The Hornet, 10c per 100. Address, OKLAHOMA MAILING AGENCY, Box 260, Guthrie, Oklahoma

WE WANT to hear from ADVERTIS
ERS who use use names or
addresses of any kind, particularly
SICK FOLKS, AGENTS or FARMERS.
We have over 2,000,000 letters received from
advertisements run by various advertisers of late
dates, which we will rent for copy.
We buy letters every day. Let us hear from
you. ADVERTISERS' LETTER BUREAU.
C. E. BAILEY, Manager. 113 W. 31st St., N. Y. City
Largest Letter Brokerage Concern in the World,



ENGRAVERS. DESIGNERS.

100 No. 6 Envelopes Printed for 75 Cts. and 100 Note Heads and IOO Note Heads POST PAID.

25 ENVELOPES, 10 CTS,
GE 4 CARD CO. (B) North Cramer Hill, N. J.

#### **Do You Use Circulars?**

We send ours to 1,000 or more new names (no directory names) each month with good results Should be pleased to send yours (6x9 or smaller) with them for \$1.00 per thousand. Prepay all

We will sell Three Copies Only of our lists for 30 cts, per 100 or \$2.00 per thousand. D. W. McNEAL CO..

511 W. 67th Street, Chicago, Ills

Mrs. V. C. Seward, Stillwater, Minn. Bill Posting and Distributing. Member International Bill Posting Association

POPULATION 12,000.

HARRY P. BOWMAN. CITY BILL POSTER,

T Distribute JEANETTE, PA.

J. H. HAYNES & SONS' DISTRIBUTING AGENCY

Only Exclusive Distributing Agency in the City "House to House Work" Our Motto. POPULATION, 19,000.

262 Mulberry St., IRONTON, OHIO.

Stillwater, Minn. Mrs V.C Seward

L. A. DANIELS, City Bill Poster and Distributor. SANTA CRUZ, CAL.

POPULATION 8,000. fember International Bill Posters Association of United States and Canada.

Toronto. Can. City Bill Posting Co. G. N. Parker, Manager. 197

### C. A. HOOD,

City Bill Poster and Distributor.

Own and Control All Billboards and Dead Walls in the City. Special Attention Given to Commercial Work

Lock Box 283. DELPHOS, O.

STILLWATER, MINN.

Mrs. V. C. Seward.
Distributor and Bill Poster.

6.000 Names and Addresses.

Printed on Gummed Paper. All received in reply to my Directory adv. since June 1896, none older. Price \$1.00 per 1,000, 500 for 50c. Stamps

JOHN H. ROWELL, 1556 Huron Street, Chicago.

MRS V. C. SEWARD. Bill Poster, Stillwater, Minn.

# ALEXANDRIA, LOUISIANA. POPULATION 7,500. BLADES, the Advertiser.

LICENSED CITY BILL POSTER AND DISTRIBUTOR.

SIGNS PAINTED ON WALLS AND FENCES.

Owns and controls all billboards in the city.

Write me for particulars.

The Babbitt Entry and Record System.

INGENIOUS SE SIMPLE SE PRACTICAL

The Babbitt Ticket Account Book.

PRACTICAL 36 SIMPLE 36 INGENIOUS

FAIR MANAGERS

MADISON, WIS.

C. L. MUNKEL, Manager.

# INTEGRITY ADVERTISING AGENCY

2776 Garnet St., PHILADELPHIA, PA.

One reason why you should give us a trial. We have yet to receive our first aplaint for work done by us in a careless, indifferent or dishonest manner. When placing any advertising in Philadelphia, or within a ratio of fifteen miles,

would be pleased to hear from you. We make a specialty of distributing circulars and samples, tacking and all sinds of out-door advertising Estimates Cheerfully Furnished.

HIGGINSVILLE, MO. Pop. 5,000

The Greatest Country on Earth. RIGG BROS.,

The only licensed BILL POSTERS in the city. Control and own all billboards and advertising privileges in the city. We are up to date. All work properly executed. Also signs tacked. Distributors and Sign Painters.

The Adv. Novelty Co., 32, 34 & 36 E. 3d St. CINCINNATI, OHIO.

Manufacturers of and dealers in Domest Imported Advertising Novelties, Card Calendars, Panels, Shapes, &c.

# The Bill Posters' REAL Friend.

I am now placing posters for the George W. Childs Cigar in almost every state and territory, from the Atlantic Ocean to the Pacific.

The posters range in size from a quarter-sheet snipe to a 24-sheet stand; there are twelve different sizes and kinds, and I designed and printed all of it, and it all bears my imprint. I have spent \$100,000 for these people, and I expect to spend three times that amount during the coming twelve months for them.

During the past year numerous bill posters had this paper on their boards without a break for the entire year.

I am now placing posters for the Admiral Cigarette Company throughout seven states; the posters were designed and lithographed by me, and bear my imprint; 200 bill posters consider this a good thing.

I am now posting and distributing in ten states for Saver Tonic; the posters were lithographed by me and bear my imprint.

I am now placing posters for the Dunlop Detachable Tire, throughout the Union, as far west as Denver. The posters were lithographed by me and bear my imprint.

Hawes Hats, 3-sheets and 16-sheets, bearing my imprint, occupy the billboards in 400 cities and towns; some of this is placed and paid for by the local agent, some by me.

Gold Bond Cigar is a new advertiser; I am now placing their paper on the billboards in several states. The first idea this advertiser ever had of using the billboards he got from me nearly two years ago. His paper will be well handled, and he will be a big spender with the bill posters.

The above are among those which I am now placing with the bill posters.

# The Advertisers' REAL Friend.

My facilities for placing YOUR bill posting are of a superior nature. I am known to every bill poster in the Union as the promptest pay in the business, and I get the best of treatment on this account.

They all know that I do not countenance any careless work—that the occasional man among them who proves dishonest with one of my clients, loses the future work of all my clients.

Come and see me. We can benefit each other.

Sam W. Hoke

Long Distance Bill Poster,

Telephone connection.

107 West 25th St., NEW YORK.

There are a few bill posters who have not communicated with me, nor sent me their rates, capacity, etc.

Those who have not are invited to do so.

# THE BILLBOARD

Vol. IX., No. 5.

CINCINNATI, JUNE 1, 1897.

PRICE 10 CENTS PER YEAR, \$100.

#### AT THE BEGINNING.

By CHARLES AUSTIN BATES.

"A thing well begun is half done."
That's an old saw, but, like many old saws, it has a sharp wisdom tooth. Proverbs are usually the condensed expressions of an absentiant person, a property are recommended.

verbs are usually the condensed expressions of an observant person's experience. Many failures in business might be traced to a wrong beginning. So many men go into business in the way they would accept "a pig in a poke." It is simply "business," and if success comes, they take it that it is all chance or luck, something for which no account may be given. If failure comes, it is accepted in the same feeble-minded manner. There is something pitiable in the blind trust often displayed in business methods.

The man opening a new business should be able to look at himself and his venture in the perspective, and not a distant perspective. If he is about to introduce a new article of food, let him ask himself: "What would I think of an ad for some thing similar? What qualities would be most likely to appeal to me? Where would I be most likely to see the ad?' In ninety-nine cases out of a hundred the answers would be: "I'm always on a still hunt for something to make and keep myself and my family healthy. These qualities, vouched for in a new food, are what all men and women are on the lookout for. I'd be much more likely to see and remember a large and attractive poster than a plain black and white talk in a newspaper."

Not to cry down newspaper advertising, but there is time and place for it. It is not the beginning, not the foundation. It is the keystone of the arch, the mansard roof or the tower that places the clouds

roof, or the tower that pierces the clouds. People read newspapers for so many other things than the advertisements. True, the Sunday papers have come to be a necessity to the thrifty housewife; and, when it comes to a matter of economy, what woman is to be left uncounted?

when it comes to a matter of economy, what woman is to be left uncounted?

The needs of women and their ideas of thrift, of taking the high tide in their household affairs that leads to making one dollar do the work of two, have instituted the bargain day, the bargain counter and the five and ten-cent stores. Sunday's advertisements are good investments for all concerned.

But week-day papers are read hurriedly for the sake of Wall street news, for what Congress is doing with the tariff, for base and foot-ball notes, for the races, for the latest society gossip and to follow the Lexow investigations and murder trials.

When that is done, then the man, on

When that is done, then the man, on is way to business, is sure to notice the illboards.

The woman, out for marketing, perplexed with the triple daily problem: "What shall I buy for luncheon, dinner and breakfast to-morrow morning?" will hail with satisfaction the broad grin of Aunt Jemima, who is in town again, the prim, capped and aproned woman with her cocoa, or the smirking little epicure with his source.

his soup.

Besides the habitual readers of newspapers who do not read advertisements every day, but who read billboards without loss of time or effort, there are multitudes of persons who only take up a newspaper by accident. They are not accustomed to reading. They will give as much credence to the romantic syndicate serial story as they do to the market reports—more, for the reports of prices are

as an unknown language. They are not read at all. These people are attracted to billboards. They never pass them without knowing every panel. They note the prancing steeds of Buffalo Bill's Congress of Rough Riders, and every nerve tingles. They smile sympathetically, and feel a strong impulse to shove the plate of smoking flap-jacks within reach of the crying youngster, and they sniver with the short-shirted boy whose mother did not use Wool Soap.

smoking nap-jacks within reach of the crying youngster, and they shiver with the short-shirted boy whose mother did not use Wool Soap.

Next to this method of obtaining publicity is the house-to-house distribution. People complain sometimes that their stoops, verandas and lawns are strewn with circulars and dodgers; that their let-

by sample long before the newspapers and magazines told their readers where to find it. The article was well distributed, the demand was established, a good foundation was laid.

A notable example of this sort of advertising is Quaker Oats. The little packages were left with thousands of families, and the broad-brimmed, benevolent, elderly man came walking towards us on the billboards. It was a long time before he reached the newspapers and magazines. When he did, thousands of children already knew him personally and were ready to declare: "Oh, we have his

oats every morning."
Another successful article is Gold Dust



JOHN F. HENNEGAN.

ter boxes are filled with the literature of aggressive advertisers. These complaints have a foundation of reason. This method of advertising may degenerate into a nuisance, and the advertisers' money prove worse than thrown away. He may by this means turn people away instead of drawing them to his house.

But let him, instead of scraps of paper mottled with printers' ink, distribute samples of his goods. It may be stove polish, it may be infants' food, it may be baking or soap powder. Every woman is glad to know of something that will make her housework easier, her children healthier. She is glad to try samples. Several breakfast cereals have been advertised first in this way. It was known

Washing Powder. The innumerable pairs of pickauinnies that have sat in their tub and smiled down from the billboards at passersby, who smiled back at them, have not grinned in vain. The proprietor of Gold Dust smiles, too.

It is the start usually that is the critical

It is the start usually that is the critical time. It is the launching of the ship that requires the long, hard pull. After an article is introduced, after it is known and has become a necessity, then reminders of it in plain business talks in the newspapers are only consistent. Then a well-drawn illustration on a magazine page is dignified and argues merit and public appreciation of it. But the magazine shows its face only once a month, and then probably not many of the receivers of

samples see it. Very many people who first saw the same picture on the bill-boards will conclude that "if this thing gets into the high class monthlies it must be good for something," and so then have

boards will conclude that "if this thing gets into the high class monthlies it must be good for something," and so they buy. If a man sends out posters for a certain territory, he may very easily satisfy himself that the posters are up. He may be certain that they are seen. If there are no returns, he may conclude that there is no need of his wares; that they are superfluous.

But, for all the multitudes of varieties

But, for all the multitudes of varieties of foods and drinks already in the market, there is always room for more. No matter if the different weaves of wearing apparel were multiplied by ten, a new one might be introduced if the right methods were taken. A fair reason must be shown why one thing is better, if only a little better, than its predecessors. Next in importance, is the time and place of telling the story. Tell it where people can hear it. Place your pictures where the busy, hurrying throngs of men and women may see them. There is so much to see and hear nowadays, sightseers have grown capricious. You must cater to their convenience, study their moods, show them something attractive. Above all, your samples must bear witness to your pictures and your print.

tures and your print.
Success in business is no fairy story, no miracle. It is a matter of satisfactory results following right methods. It is a matter that well begun is half done.

In the current Profitable Advertising the publishers of the Ladies' Home Journal occupy a page to tell the public little else than that: "171.325 subscribers to the Ladies' Home Journal expired with the December, 1896, number." Wonder if they did not mean subscriptions instead?—Book and News Dealer (San Francisco.)

#### POSTPONED.

#### International Convention.

At a conference between President P. F. Schaefer and the executive committee of the International Bill Posting Association, it was decided to postpone the St. Louis convention from July 6th until July 27th. Numerous protests have been received from members all over the country stating that owing to the proximity of the Fourth of July they would not be able to attend the meeting. Great pressure was brought to bear on President Schaefer, and he finally called the executive committee together with the above result. The members of the committee deemed it advisable to have as large an attendance as possible, and resolved on that account not to allow anything to interfere with the convenieuce of members. The convention will be held at the Southern Hotel, St. Louis, Mo., July 26, 27 and 28.

The Bill Poster published in London, Eng., devotes over two pages of its May issue to a review of Ringling Bros. Route Book. The same issue contains a reprint of one of fam W. Hoke's BILLBOARD articles.

3

That is the question of every advertiser. Doubtless, each one answers it by his own experience, or by his own taste. It is the lack both of taste and judgment

nat makes bad advertising.

While well-worded, well illustrated ads may fail to make the impression that a coarse picture and disagreeably suggestive words do, yet they never repel The advertising pages of newspapers and magazines, and the acres of billboards, are essentially educators. There is nothing made up of paper and printers' ink that is more criticized. But where there is so much competition, and the competi-tors hail from every walk in life, repre-senting every business of civilization, there must be great variety. A man who writes his own ads shows his character in them just as he does in the business it-

The success or failure of different methods will be the one strong argument for continuing or discarding them. It is only a short time since that the enigmatical letters M. I.S. T. stared at us from magazine pages, newspapers, billboards, old barrels stranded in the streets and alleys, and every conceivable place that would hold them. There was a charm about them when it became known that about them when it became known that the proprietor of the simple compound represented by "Mist" was growing rich. Then sprang up many imitators. There was seen for awhile an owl anchored on

the sea with the hyphenated letters, thus, O-W-L. That was plain, but who did not know the bird of wisdom? Gradually it developed that these initials were but the end of the string that led into the maze of wonderful things effected by a new medicine—"Ocean Wave Lime." If it had not come after "Mist," it might have succeeded. If it had been skillfully ad vertised, perhaps—but there's no use of saying if this or that had been done. It did not catch the breeze.

There is nothing that ailing humanity dotes on more than its pains and aches. Medicines will always have a market; but they are plentiful, and a new one must, in one way or another, substantiate its claim to merit. There is needed great skill in introducing it to the public. The adver-tiser of medicines must, above all, be dignified, respectful, and yet confidential. must show reason for his faith in his nostrums. He must give a plausible story of the discovery of the wonders developed by certain mixtures. He must tell his story in a sympathetic way. If his the fatherly tone—the deeply respectful

Probably testimonials are of more value to the advertiser of medicines than they are to any one else. Many dealers in pianos issue periodically lists of more or less distinguished buyers. This, no doubt, has its weight. Many a family would be willing to pay more for an inferior instrument for the privilege of saying the same make was used by the occupant of the White House, or even of the of the country town where they live.

There is nothing more attractive in a newspaper ad than prices. A long list of goods, either millinery, dress goods, house-turnishings, musical instruments or provisions are almost nothing without prices the fashion that some dealers have of saying, "All purchasers at our house this week of \$10.00 worth and over will be given 40 per cent off," is not enticing. To about every third person who reads this ad it means nothing. To many it is a confidence game. They say: "That may be so, but what are your prices? The 40 per cent may be added to the usual price for the occasion." The better way is, after a description or a cut of the goods, to say what is the selling price and what reduction may be expected on a certain day, and for a stated time.

This is the great charm of the Sunday papers - the long, wide columns with lists of goods named and described, with prices attached. These are the pages that inter-These pages are saved and

Women, as the stewards of the house ld, realize the necessity of looking out for the flood-tide of reduced prices. They are accustomed to thinking of the innu merable small things required for the fin-ishing of dinners, as well as garments. The cost of the start is but one item.

Each column of advertisements of the Sunday paper is carefully scanned. Possibly the department stores will, one or all, have a cheap sale of groceries. The housekeeping allowance may become butary to some other branch of the mily exchequer. If there are bargains in shoes or dress makers supplies, they must be looked after. These two items are such ceaseless drains on the purse. It is such an unspeakable relief when there is a plentiful supply of both to be had at low prices. The family may dine six days out of seven on corned beef and cabbage instead of capon and French peas not one may run barefoot, and who loes not know the insatiability of the dressmaker?

In nine houses out of ten this is the mission of the Sunday paper—to tell of the next week's bargains. The literary matter is an incidental consideration. The pictorial features amuse the children, but there are so many pictures nowadays they are but glanced at. The news, un-less unusually startling, is the small dust. There is a paper full of news from all over the world six days in the week. On the seventh, which is the Sabbath, etc., the pages looked for are those that give the store news - the long lists of articles that every family must have, with their

inviting prices.

The fashion of some advertisers prefacing some list by a confidential remark is very catchy. Like this: "Our silk buyer rather lost his head—bought too much. Prices were way down, and the silks in nattern, coloring and quality were simply irresistable. Now the department is crowded. We must get rid of them. This is to your advantage. You may see sitks here that at other places sell for 55 cents; we say 49 cents." Then comes the long list. The trial of cents." Then comes the long trick of stopping at the nine, leaving off the tenth cent, was a stroke of genius. Forty nine cents sounds much cheaper than fifty cents or a half dollar.

If an advertiser can invent a neat easily-remembered phase, it is a great stroke of business. The question, "Do you see that hump?" sold the DeLong hook-and eye more than any merit in the article ever did. Any woman who would use a second card of the meddlesome, uncompromising things must be either a lunatic or a dressmaker who gets a roy-

Another happy thought was the assurance of the hand-camera man, that all the purchaser need do was to "press the button."

One of the most "fetching" things ever put on a billboard in New York was done by Siegel & Cooper last fall, when they were getting their big store ready for business. On the street floor there is a colossal statue of a woman standing the center of a big poud. The pond is fed by many jets of water. There are gold fish, water plants and all that goes to make up an attractive center piece at the wide aisle that runs through the

middle of the huge store.

A picture was made of this expensive ornament, with the words, "Meet me at the Fountain," set in quotation marks. It had a wonderfully inviting and confidential effect. People said it to cach other and laughed. Little children took it up, and held meetings by the fountain on the billboards. They played at being at Siegel & Cooper's. Owing to this and on the intioards. They played at being at Siegel & Cooper's. Owing to this and other effective advertising so many people met at the Fountain on opening day that the doors had to be closed against the crowds. And to this day crowds are still meeting "at the Fountain."

MARGARET HOLMES BATES.

It is reported that a bill poster, who recently drank a pint of yeast in mistake for butter milk, rose three hours earlier than usual next morning. - The Bill Poster, London, Eng.

#### IULY.

#### A Month of Conventions.

During the month of July there will be three conventions. The first is that of at Atlantic City, N. J., July 13-16. This is the oldest association in America, and despite repeated and frequent defections, is still generally regarded as the most It lost its subordinate organizations in Minnesota Illinois and Wis. consin over a year ago, and the Indiana association has gone by the board this spring, twenty-three members having gone over to the International.

This is largely the result of high-handed methods and intolerance on the part of those in control of the organization. They have attempted to lay down rules and laws for the government of the bill posters in the smaller towns without allowing them a voice in the enactment of those laws. As a result the small town bill poster has rebelled, and brow beating and bulldozing has failed to whip

him into line.

It behooves the members of this organization to curb the ardor of their impetuous leaders or there will not be a vestige of membership left in the course of a few years. If the small towns are not represented at the convention legis affecting them should not touched upon.

There is a serious breach or schism in this organization. Mr. Stahlbrodt has stacked up against Mr. Campbell, principally because the latter has seen fit to de-liver a few truisms and outline a sensible policy for the Association to pursue, Stahlbrodt fired his first gun at the New

York State convention in rescinding the action of a year previous making the Bill Poster the official organ.

The moment a man climbs out of the ravine of his own immediate interests and mounts to where he can take a general view of the field, he is bound, if he is bounds to do and say exactly what Manager and the say exactly what Manager and say exactly what Ma honest, to do and say exactly what Mr. Campbell has done and said, and that is, advocate an open association.

Mr. Stahlbrodt opposes it from motives of policy, and a pitiful, mean, avaricious policy it is, too. Despite the fact that he is in daily touch with an open association (the New York City Association) and knows it works like a charm, he mendaciously misrepresents it to bill posters at

large. He leads his followers to believe that it advocates and invites opposition when in fact it is the one and only means of restricting it. He has one argument that never fails to stampede the unthinking. Striking an attitude, he asks them: "Do you want to share the work of your town with another bill poster or do you want it all?" That settles it. They want it all, and biff goes argument, reason, exem-plification—all swallowed up in greed.

The pin headed fools lose sight of the fact that merely keeping the other man out of the Association does not give them all the work. They fail to see that keeping him out prolongs a fight, when taking him in would terminate it. It is useless to point them to the fact that this feature of the A. B. P. A. has not done away with one single case of opposition in all the years that it has been in operation. The fact that there are more cases of opposi-tion to-day, than ever, goes for naught. They want it all The expensive, brainless fights go on. Those engaged in them continue to suffer pecuniarily, and the business at large suffers by reason of the

discredit thus brought upon it.

Mr. Campbell is a man of very forceful personality, but he is going against great odds if he carries this issue into the convention. If a bill poster cannot see be-yord the end of his own nose it is useless to ask him to view the truth on the

We do not think the Association will be declared open. Neither do we anticipate that amalgamation will be considered.
The convention is held in the East, in Mr. Stahlbrodt's own baliwick, and although Campbell routed him utterly at the duties of his office as he should.

Detroit the last time they clashed, it would seem that this time the lion of Ro chester had all the best of it

Still while we may not hope for this evidence of enterprise and progress, there are some things that we can reasonable count upon.

In the first place the absurdly ridicu

lous title ought to be changed. It is foolishly redundant and tentological Donnelly, of Boston, disguises it when-

ever he can by terming it the American Bill Posters' Association. A very good name, too, by the way. Even if the final word was made plural, making it gram-matically correct, it would still be un-wieldy and a pleoasm. Change it. We have no suggestions to make. Anything at all will be better.

at all will be better.

Secondly, the grandiloquent motto should also be changed. We have yet to see a man of intelligence read it for the first time without a shout of derision. That hurts bill posting and demeans the

Thirdly, a new classification of service should be made admitting "selected and protected" service as distinguished from

protected run of boards."
These are crying needs. There are others, but they are comparatively insig-

The convention of the International Association of Distributors at Cincinnati will interest a great many bill posters also. Coming as it does right between the conventions of the two big bill posting associations it interferes with neither and ought to benefit from both. At this writing there is every indication of a large attendance. Several advertising managers will be in attendance, notably Redington, of Binghamton, and Hayes, of Philadelphia. Much business of imortance will be transacted, and the delegates are assured of a good time.

Mr Steinbrenner has secured a special rate on all railroads provided the attendance reaches one hundred and Manager Luke Hunt, of the Hotel Emory, where the convention will be held, makes

special rate to the delegates.

We have been pretty freely criticises for supporting this organization on the ground that it, too, is a close association. In answer we have to say that it is the only real association of distributors in the field. When we say real, we mean projected by distributors and operated by distributors in the interests of distributors.

If another real association were started to-morrow and operated on open lines we would revounce the International and support the new one, because then, there would be a better one in existence. As it is, The Internation al Association of Distributors is the best, and hence we give it our unqualified indorsement and support.

The International Bill Posting Associa tion's convention at the Southern Hotel, St. Louis, July 26, 27 and 28 also promises to be largely attended. This organization has grown wonderfully during the past year and now numbers 318, ex-clusive of agents and show printers.

Unfortunately, there is dissension in the ranks of this Association also. Many members are dissatisfied with the way the affairs of the organization have been handled. They charge, and apparently not without foundation, that there has been gross mismanagement. The president, the vice president and the secretary are at loggerheads, and harmony is in

hiding afar off.
What is needed principally is a new set of officers who have the time and inclination to do something. The presidency was virtually forced upon Mr. Schnefer at Chicago, and he accepted it only under protest and much against his will. He is very busy, and the demands on his time made by his numerous private interests render it impossible for him to give the

In selecting their successors the mem-bers should try and hit upon men who have the interests of the Association at

heart and the leisure and inclination to look after the affairs of the Association and to discharge the obligations of their

This is all that the International Bill Posting Association needs at present. Harmony will follow such a course and the organization will continue to flourish as a green bay tree.

#### The Value of Good Billboards.

BY SAM W. HOKE.

I have said enough to fill a big book about the value to the craft of good, well built, well kept billboards.

And I have said some considerable

about the value of blanking-in every ad on your boards; so much indeed that I hesitate to expect the customary check from BILLBOARD for this damnable reiteration on the same subject.

But some things have been happening right here in New York recently that will serve to illustrate my little talk and act as an excuse for this article.

As is well known the billboards in New

York are way above the average in many respects; in fact the New Yorker will tell you that they are not only above the average, but that they trot in a class that is all their own.

Well, some months ago Hyomei, a catarrh cure, put on Van Beuren's boards 200 12-sheets (2,400 sheets) at a cost of \$136 per month; at the same time they put out 85 t-sheets on the L road plat-torms, at a cost of \$260 per month, Nearly as much money for 85 sheets as for 2,400 sheets).
"Well, that might have been all on ac-

count of the superior seductiveness of the L road solicitor," says the advocate of the

But be that as it may, Mr. Hyomei took considerable pains to go around town and inspect his posters, both on the L platforms and on the regular billboards; und he always found those on the L in good shape, and he never found them nearly so well cared for on the billboards.

On the L they were on a board to themselves semarated a few inches from the next board; on the billboards they were jammed up against other posters.
On the L they were all surrounded

with a strip of clean white paper; on the billboards they were surrounded with a dirty ragged lot of frayed edges of other people's posters that had been on the boards before them, and that the bill poster thought unnecessary to remove or

On the L road an inspector covered the road every day, and repairs were made on every sheet within an hour after repairs were needed; on the billboards rais come and paper may go, but until the advertiser makes a kick renewing is seldom thought of. (At least that I am told was

Mr. Hyomei's experience).

RESULT.—Hyomei has contracted with the L road for 170 t sheet spaces at foot of station platforms, for a term of four months, throughout the dullest season in New York, at a cost of ONE THOUSAND DOLLARS A MONTH.

Another instance: The New York Journal has been a good patron of the billboards since coming into possession of its present owner. It has also been a good customer of the L platforms, on which it probably has expended ten times the money it has put into New York City

But I have noticed during the last few weeks that a number of the billboards are being built into great big picture frames, with gold Florentine molding, a yard wide, all around where the poster is to go, and that this frame is being occupied by the *Journal* posters. I am told that the average price paid for these spaces (room for a 24-sheet stand) is about \$5 per week each, ranging from \$1,50 to \$10.

I believe the time is almost ripe for the

#### THE BILLBOARD

bill poster to demand that each stand be blanked in, the space used for such blanking to be paid for by the advertiser. But to put this in operation it will first be necessary to do this blanking for a few weeks or months, at the bill posters' own expense, to show the advertiser how diferent his paper stands out when posted this way.
And by the time that becomes custom-

ary, stripping will be done every time a new sheet of paper is posted.

Now I hear some of you saving . "Ves. catch Hoke paying for any of these extra touches!" Well, Hoke is not spending his own money, but as soon as he finds a bill poster doing these things he is certainly going to try to get that man all the business possible, and as good prices as is possible to obtain



CHAS. F. BRYAN.

The newly elected President of The Ohio Bill Posters' Association.

#### MORE LETTER FORMS.

Bear in mind that every letter you receive deserves an answer. Furthermore, the answer should be sent off the same day, and not put off until to-morrow or the day after, or next week. Delay in answering business communications is un

It may be excused only when, angered over a letter, you are tempted to write a hot reply. Under these circumstances it is better to sleep on the matter before writing

NO. 13. - LETTER OF ACKNOWLEDGMENT.

Town and State Dear Sir, or, Gentlemen:
Your paper came safely to hand to-day
and opened up in good shape. Careful
count reveals that the package contained Three sheets.

--- Snipes.
We trust the count will tally with your dipping list

The paper will go up — and will
be given the very best showing. Please
note that it is dead \_\_\_\_\_\_, on which date
we will forward bill for the service ren-Sincerely yours,

You have no idea what a source of comfort the above letter will be to your client or agent. It shows him you are giving minute and careful attention to his interests, and proves at the same time that you are interested. Always acknowledge the receipt of consignments

#### No. 14.-DELAYS.

Dear Sir, or, Gentlemen:
We fully expected to get your paper up
\_\_\_\_\_, but the weather was against us. Just as soon as it settles we will put it out.
Regretting the unavoidable delay, we are
Very truly yours,

If you have written a client or an agent that his paper will go up on a certain day, and you find that you cannot fulfill your promise, write him at once in the above strain and tell him why. Do not let him find it out himself, or let some outsider report the fact. You yourself should be the first to tell him, and he will thank you. Let some one else inform him, and the circumstance is likely to engender distrust, misgivings and suspicions. Be the first to tell him. Write him the very day that you promised to have the paper

No. 15. - DELAY BY DESIGN.

We wrote you on the — that your paper would go up to-day, but since then, upou mature and careful consideration, we are going to take the liberty of holding off until —, on which date — of our most

going to take the liberty of holding off until —, on which date — of our most
prominent and desirable locations will be
available. As this course on our part is pursued purely in your interests, we trust that
it will meet with your approval.
Assuring you of our sincere appreciation
of your patronage, we have the honor to be
Yours most resp't,

If you find yourself with more work on your hands than you can swing, you will find the above form a good "stall." It lets the agent down easy, and instead of calling down the wrath of God on your devoted head he will merely curse own fate, while his fancy turns to thoughts of suicide.

No. 16.-LISTS.

Dear Sir, or Gentlemen:

The posting of your work was completed to-day, and in conformance with contract we enclose you herewith list of stations showing the location of your stands. We will give the paper our most careful attention, renewing promptly when necessary during the life of the showing, which expires

The paper is ready for inspection at any time up to that date. Resectfully,

Never send a list until the paper is all up, and never send it without a letter something like the above. Bear in mind that a showing commences when the last stand is posted, and not before.

No. 17. -Collections-Bills.

Never send a bill without an accompanying letter. Many reputable houses are guilty of this discourtesy. The practice had its rise years ago when the postal authorities allowed naked bills to go through the mails for one cent. There have been some excuse for it then. out to-day there is absolutely none.

Enclosed please find bill for service ren-ered, which, according to our agreement,

dered, which, according to our agreement terminates to-day.

The paper has worn well, and we trust that accruing results will prove entirely satisfactory. Of the renewal paper we used——, which leaves———remaining on hand subject to your order. This we will forward as soon as you send disposition.

Thanking you for your consideration, and soliciting your further favor, we remain, Yours truly,

No matter what time in the month a bill is rendered, if it is not paid by the first to the fifth of the month following

you are warranted in sending a statement

No. 18.-STATEMENT.

We hand you berewith a statement of account. It is our custom to mail each of our customers one on or about the first of the month, whether by the terms of our agreement such accounts are due or not. Kindly examine and compare it with your books, and for such amount as may be due please mail us your check. us your check.
ur compliance will greatly oblige
Yours respectfully,

It is customary to wait two weeks after a statement is mailed, at the expiration of which, if the account remains unpaid, it is advisable to draw on the party for

No. 19.—DRAFT.

...1Su7. Our account against you, amounting to \$——, as per statement rendered you on —— inst., remains unpaid. As it is past due, we have this day drawn on you for the appropriate —— dayer sight mount at \_\_\_\_\_ days' sight.

Kindly honor the draft, and greatly cblige
Yours truly.

If the draft does not bring the money it will be returned, and upon receipt of it the following letter should be mailed:

No. 20 - Dun

Our draft on you for \$\times\$— has been returned unpaid. As this account is long past due, we must insist that you immediately send us your check for the amount.

Send it by return mail.

Yours respectfully,

If the check does not come by return mail, wait two or three days and then fire away again in the following strain:

No. 21

As we have had no reply to our last letter, sent you on the \_\_\_\_ inst., we will once more, and for the last time, request that you send us your check to balance this account. send us your check to balance this account.

If we do not hear from you by the ——
we will hand the account to our attorneys
for collection and report your delinquency
to the secretary of our association.

Trusting you will not compel us to adopt
harsh measures in effecting this collection,

we are, as ever, Yours respectfully,

If that letter does not land him he is son-of-a gun.

It is best, however, before resorting to law to have another and final shy at him. Wait a week or ten days, and then go at him like this .

No. 22.-LAST RESORT

We are good-natured and long-suffering, but you have finally exhausted our patience. This little account of ours should have been paid long since. You know it.

Now we have drawn on you at sight to-day, and instructed the bank, in case you do not protect our draft, to turn it over to their attorneys for collection. not protect our oran, and attorneys for collection.
We shall wait until the \_\_\_\_\_ inst., by which time, if you have not settled, we will report your name for the blacklist.

Yours respectfully,

This series of letter forms will be completed in our next issue. If any of our subscribers are in need of any special forms which have not appeared hereto fore, and will advise us in confidence of what is needed, we will endeavor to supply the form in our July issue.



Mr. Theo. M. Evans, formerly with The O. J. Gude Co., and Mr. Burdette S. Wallace, formerly with A. Van Buren & Co., are now connected with Gillam & Shaughnessy. It would seem from this move that the Messrs. Gillan and Shaughnessy are going after poster adverstising in

The boycott, which was instituted against THE BILLBOARD in January. 1896, had a last echo during May. L. N. Scott, of St. Paul, and Alex Harbison, of Indianapolis, refused to pay for papers sent them after their subscriptions expired. This reminds us that Stahlbrodt, Scott and Harbison are the only members of the A. B. P. A. who obeyed the boycott order to the letter, every other member either ignored or evaded it.

We clip the following from that exceptionally bright and useful publication, *The Ad-Writer*, of St. Louis:

Sam W. Hoke, advertising adept and poster promoter, has issued a warning to all ad experts who feel disposed to use the dollar mark in their names. He even threatens to have the law on them if they persist in infringing upon this peculiar right of his.

Let Sam have his little dollar mark, and by this sign let him conquer Who Steals sim's purse swipes a good thing, but he who filches from him his Seductive trade-mark is a Stranger to shame and should be summarily dealt with.

The Thompson Bill Posting Co. has bobbed up again. This time it is at Milwaukee, but expressly and repeatly stipulates that it does no business in Milwaukee. From letters received we see a strong resemblance in the chirography to a Thompson, who used to be located at Waukesha, where he owned a badly damaged board. Fortified with this, and damaged board. Fortified with this, and a membership in the A. P. C. A., he wrote badly spelled, threatening letters to advertisers, in which he called down the wrath of God and Bob Ingersoll on all who refused to patronize him.

The Thompson Bill Posting Co. claim a lot of little inconsequential towns and Waukesha. They may or may not have the little towns, but they have not got Waukesha. Cad. P. Mevis covers that point, and does it well. damaged board. Fortified with this, an

When THE BILLBOARD first came out there were just two agencies that made a business of soliciting business for bill posters, viz: Gude and Houghtaling. No better evidence of the powerful influence we have exerted is needed than the list of

The O. J. Gude Co., 113 W Broadway, New York; \$am W. Hoke, 107 W. 28th st., New York; C. S. Houghtaling, 3 Park Place, New York; W. B. Lowden, 44 Duane st., New York; Arthur M. Plato, 13 Astor Place, New York; Gillam & Shaughnessy, Temple Court, New York; Edward A. Stahlbrodt, Cable Building, New York; Van Buren & Co., 128 4th ave, New York; Reagan & Clark, 23 Ann st., New York: Hood & Campbell, 280 Madison st., Chicago; P. F. Schaefer, 395 W. Harrison st., Chicago; W E. Fulford, First National Bank Building, Chicago; P. G. Stout, Ozark Building, St. Louis, Mo.; Paris & Whelan, Chemical Building, St. Louis, Mo.; California Ad-Sign Co., San Francisco, Cal.; Seibe & Green, San Francisco, Cal.

If THE BILLBOARD had done nothing else but this, it would have merited the unqualified endorsement of bill posters; but it has accomplished much—very Furthermore, it is going to keep right at it in the future.

A great deal of rot is being written about the so-called passing of the one-sheet poster just now. The "Bird on the Twig" of *Profitable Advertising* is a conspicuous offender in this respect. According to this worthy its usefulness is over. He relegates it to the L. roads and small towns, stating that stands are the only posters worthy of consideration in cities. Now, this sort of talk is all sheer nonsense. The one-sheet is just as strong and effective today as it ever was. On boards, flush with the sidewalk, it has far more potentiality with pedestrians on the nigh side of the street than a large stand, because it can be seen in its entirety No large stand can, unless the spectator walks to the curb, in order to bring all the parts within the range of vision, and this is something that pedestrians are not given to doing. The three-sheet, too, is good for the same reason, and there are more boards on the street level that it can be displayed on than there are for stands One-sheets are to the advertiser what infantry is to the general, and they will be abandoned just about as soon as small arms—not before.

#### Purely Personal.

Purely Personal.

Mr. Al. Bryan, President of the A. B. P. A. was a BILLBOARD caller May 21th — Geo. Knox, the popular bill poster, of Meadville, Pa. writs: —I have read with interest your article on the license question in April number of Billboard, and wish to congratulate you on the able manner in which you deal with that subject. I would rather take the money it costs and spend it in improving my plant and in trying to make myself known to the advertisers throughout the country, than give it to the city for privilege of stoping a few advertisers from doing their own work. I know as soon as these advertisers find that they can get reliable work done by the local distributor, he will not send a man on the road to do it, but give it to the billiposter of the town, at least that is my experiences of ar.

I would like to say a good word for "The BILLBOARD," and I think that no bill poster can invest a dollar in anything that will give him greater returns than this paper. I think all ought to take it, especially the smaller towns, as it not only helps to educate them for their business, but keep; them in touch with the rest of the advertising world.

Besides—Why! here I am writing a long letter when I only intended to send an ad ——On the boards—Syrup of Figs, Wallace Circus, clothing and shoe firms, to go up this month, Coca-Cola and the usual lot of local work. ——They need a fool-killer in Rochester. Some fool crank of person has had an ordinance passed which prohibits the erection of billboards over six feet in height. The cheerful ass who evolved this brilliant idea ought to be compelled by ordinance to live in rooms in which he could not stand upright all the rest of his days. The following is from the Rochester Democrat:

Robert West was arraigned before Judge Ernst in police court yesterday afternoon on the charge of violating the ordinance relating to bill posting. The case has been adjourned several times. When brought up yesterday afternoon, Attorney Fanning, who appeared for the defendant, asked for ano

property owners for 20 feet each side of the boards. Officer McCarthy in his affidavit sets forth that the company has not complied with the ordinance in either of these respects — W. H. Warner, city bill boster, of Albany, Oregon, when the company has not complied with the ordinance in either of these respects — W. H. Warner, city bill boster, of Albany, Oregon, when the head never seen the paper. That reminds us rather forcibly that fame is fleeting. — Steubenville, O. May 11.—The Bill Poster's association of Ohio held their annual convensations of the company of the

of our local firms. Besides 1 do all the posting and distributing for the D. & R. G. R'y, C. M. R'y and R. G. W. R'y. I also have orders from the Grand Junction Dry Goods Co, Whitehead Furniture Co., Sterling Bicycle, and good prospects of receiving orders from the Star also, the American Tobacco Co.'s and the Grand Junction Soap M'I'g.

#### WHOOP!

#### HIT HIM AGAIN!

The May issue of The Bill Poster is before us, and we have lifted a form in order to insert this brief review. The paper, always a marvel of typographical excellence, seems this month, if possible, more beautiful than ever. It is in the radical, unequivocal and pronounced editorial comment, though, that we are chiefly interested.

No one who knows Mr. Campbell could think for a moment that he lacked the courage of his convictions, consequently the bold and fearless manner in which he throws down the gauntlet in the issue of the day will occasion little or no surprise.

Those are brave words of his They embody the honest results of cool, careful and close observation, and deliberate and calm reflection.

He has thought the matter out, reached the truth and with eager zeal rushes into the thickest of the fray. With characteristic impetuosity he lays about him vigorously. His blows have steam behind them, and he lands them thick and fast.

The issue is defined with clearness and force. Mr. McManus has presented it so simply and plainly that the dullest mind can grasp it. We are gratified beyond measure. The war will now be carried into Egypt. The issue will be fought out on its merits.

Mr. Campbell will attract to his standard the brains and intelligence of the craft. . Every man who supports the sophistry of Stahlbrodt thereby stamps himself an ignoramus and an ass. It promises to be a battle royal, a battle

in which truth and progress are arrayed against stupidity and dense ignorance. We are with The Bill Poster, which like a modern great gun thunders lustily. It is well handled, too. Mr. Campbell loads it with most mighty charges which Mc-Manus aims with rare skill and precision

Here's more power to both of them.

#### CHICAGO.

#### Notes From the Windy City.

Humphrey bill Senators are wroth and vowing vengeance Cook county solons whose names have adorned billboards in connection with suggestive dollar marks, and as having voted for the Humphrey bills, have a movement on foot to bring to account those who have ventured to so profane their names.

It is threatened that as soon as the responsibility is definitely fixed libel proceedings will be instituted—at least, that is what some of the placarded Senators say.

ne instituted—at least, that is what some of the placarded Senators say.

Competent lawyers, it is asserted, have given the opinionthat—clear case of libel lies against those who have inspired and circulated the posters; that while it is true that nodirect charges of bribery have been made in the posters, yet there can be no mistake as to their obvious intent.

The billboard row between the American Bill Posting Co. and the residents of Fifty-fifth street and Wentworth avenue has been satisfactorily adjusted. By the terms of the compromise the board will run across the center of the lot instead of facing both the boulevard and Wentworth avenue. By this means the Wentworth avenue. By this means the Wentworth avenue people will not be deprived of their boulevard view. The protest developed the fact that the board had been erected without a permit. The compromise avoids the necessity of wrecking the board, which would have been done had not a satisfactory solution of the difficulty been arrived at.

The non-partisan Judicial committee is going to run a billboard and button campaign. It has been decide t that the people have recently had such a surfeit of speechmaking they could not be induced to attend any more meetings, especially at this time of the year, and when there is no great amount of enthusiasm. So in lieu of the usual campaign methods it is proposed to

have the biliboards of the city plastered with great colored posters so that he who runs, or rides by on the street cars, the suburban and elevated trains, may read. These flaming sheets will set forth briefly and succinctly just why the old judges should all be re-elected.

THE BILLBOARD

The poster exhibit of the Quadrangle Club of the University of Chicago May 12 to 15 was a distinct success. The posters shown were selected with care from one of the largest private collections in the United States, that of Ned Arden Flood, of Meadville Pa. and included the best examples of American, French, English and Japanese posters which have been issued.

The earth is not big enough for the Chicago advertiser, and he proposes to annex the air by sending up captive balloons, from which is suspended a framework sign, carrying enormous letters, which may be read at a great distance.

The famous anti-sniping ordinance which grew out of the opposition fight of a year ago is as follows, viz:

ARTICLE II.—BILL POSTING.

ARTICLE II.—BILL POSTING.

167. Where Prohibited—Penalty—Prima Facie Evidence of Violation. No person shall paste, post, paint, print, nail or otherwise fasten any hand bill, sign, poster, advertisement or notice of any kind whatsoever, or cause the same to be done, on any curbstone, flagstone, or any other portion or part of any sidewalk or street, or upon any tree, lamp post, hitching post, telegraph pole, telephone pole, hydrant, bridge, pier, or upon any structure within the limits of any street in the city of Chicago, except such as may be required by the ordinances of the city of Chicago, without the express consent of the City

diseases, or diseases peculiar to females, venereal disease or diseases of the genitive organs, or nervous debility, impotence, sterility or barrenness, gonnorhea, gleet, stricture, syphilis, affection of the prostate gland, abortion or miscarriage, or articles or means of preventing conception, under a penalty of not less than twenty-five dollars nor more than fifty dollars for each and every violation of this section.

169. Obscene or Immoral Pictures—Penalty. No person, firm or corporation, carrying on the business of bill posting, shall, within the limits of the city of Chicago, post or cause to be posted, so that the same can be seen from the streets, alleys or other public places of said city, any advertisement containing pictures or illustrations of an obscene or immoral charac er, under a penalty of not less than twenty-five dollars nor more than two hundred dollars for each and every offense.

170. Revocation. It shall be the duty of the mayor to revoke the license of any bill poster who may violate any of the provisions of this chapter, in addition to the penalties therein provided.

The Chippie.

Here is a brochure that is a 'business bringer.' If bill posters were more given to 'the cold facts, straight from the shoulder' style of talk that we find here, business would be booming in short order. Read it. It tells an advertiser exactly what he wants to know. It bristles with compact information. There is not a particle of wind or useless verbiage in it. It advertises Scranton. It advertises Reese

Nine banks of exchange.
Seventy churches
125 incorporated manufacturing establishments, representing \$25,000,000 invested capital, not including coal mines
Employes in mines, mills and factories, 30,000. Its streets are wide and well paved, and lined on either side with handsome residences and business blocks.

Living is cheap, taxes are low, climate is healthful.
It has the cheapest fuel known certifies.

Four colleges Nine banks of exchange.

healthful.

It has the cheapest fuel known, costing manufacturers less than & per horse power per year, working days of 24 hours each.

The most beautiful drive to be found in Pennsylvania extend from Scranton to Elmhurst, a distance of a little over seven miles

And we are the only bill posters in this thriving city.

REESE & LONG.

#### NEW YORK.

#### A Few Glimpses of Gotham.

Beefalo Bull removes his hordes, Shows no longer hum; A blight is on the billboards And biz is on the bum.

Commercial work is at last getting a show; and there is plenty of space for all, though there are many applicants,

Admiral Cigarette has a new poster. And it's a dream.

A dream.

North Beach, Ulmer Park, Glen Island and other resorts like Coney Island are using the billboards heavily.

Sparkling Kolafra has a large poster, 20-sheet. It is a handsome affair, and should prove effective.

Wool Soap and Scotch Oats are again on the boards, using Munson's exclusively.

The New York Journal has rented boards by the year, and is having frames of metal, two-feet wide, built around their space, and the frames are painted in gold leaf, making a very attractive sign.

attractive sign.

The Girl-From-Paris Cigar has a three-sheet that's out o' sight. The Met. Job Print did it. It's the warmest thing that ever happened.

It's the warmest thing that ever nappened.

Several brewers are getting out posters, or at least thinking of it seriously. They are beginning to see that Pabst came to town a year ago with posters, and that Pabst beer is as staple here now as it is in Milwaukee.

At the tail end of the season the Casino and the Bijou theaters concluded to adjust their differences with the billboards (in other words, pay their bills), and are back on the boards once

The Columbia Bicycle eight-sheet, made from A. Rome's design, which took third prize last year, is about the most beautiful thing ever put onto the boards. It was executed by Knapp, and I understand Romes did the stone work. I continue to meet people who can't understand why this design wasn't awarded first prize.

It is reported that the Gillin Printing Co. has sued the Singer Sewing Machine Co. for 'adapting' certain portions of Gillin's sketches, submitted in competition.

A FABLE.
"I won't do your posting," the Billsticker said.
"You've walked on my dignity, scorned my swelled head."

"You won't do my work?" the folicitor said;
"You can't, is the way your remark should have read Your Charley box yawneth, your boards are a

sight;

My clients want posting that's somewhere near right,"

KNICKERBOCKER BLOOM,

#### G. H. OTTING.

We present this month a good portrait of Mr G H. Otting, senior member of the firm of Otting & Son. bill posters at Newport, Ky. Mr. Otting was born at Hanover. Feb. 15, 1837. His parents emigrated to this country in 1842, coming to Cincinnati. As Mr. Otting has lived here since he was five years old, he may be fairly said to be American brcd, despite his foreign birth and extraction Mr. Otting lived in the Queen City until he was nineteen years of age, when he took up his residence in Newport, where, in 1852. he embarked in the business of cigar making. He continued in this business, prosecuting it with great success until 1870, when he was compelled to abandon it on account of his health.

cutting it with great success until 1870, when he was compelled to abandon it on account of his health.

Physicians told him that he must take up some out door occupation, so after casting about, he concluded to go into bill posting. When he first started he also carried the Kentucky State Journal as a side issue. For fifteen years he fought opposition, but finally downed it all. He stands exceedingly well in the community which has known him so long and so favorably. Everybody speaks of his integrity in the highest terms. For two terms he was city assessor, which proves the confidence his fellow citizens had in him.

The firm of Otting & Son is well managed and ably conducted. It is a credit to the craft :t large. They do bill posting that is positively artistic. Their boards are always well balanced and clean cut. They cover Newport, Bellevue, Dayton, Crte Brilliant. Fort Thomas, Cl fton Heights, Ingalls Part. Inverness, Cold Springs Alexandria, California and Melbourne. in fact all of Campbell Co., including in all 75,000 population.

Council, and no person shall paste, post, paint, print, nail or otherwise fasten any hand bill, sign, poster, advertisement or notice of any kind, or cause the same to be done, upon any private wall, window, door, gate, fence, advertising board or sign, or upon any other private structure or building, unless he is the owner thereof, without the consent in writing of the owner of such wall, window, door, fence, gate, advertising board or sign, or other private building or structure, under the penaltyof not less than ten dollars nor more than one hundred dollars for each and every offense. And when any hand bill, sign, poster, advertisement or notice of any kind shall be found pasted, posted, painted, printed, nailed or otherwise fastened on any curbstone, flagstone or any other portion of any part of any sidewalk, or upon any tree, lamppost, hitching post, telegraph pole, telephone pole, hydrant, bridge, pier, or upon any private wall, window, door, gate, fence, advertising board or sign, or other private building or structure, in any way advertising any person, firm or corporation, the finding of such hand bill, sign, poster, advertisement or notice shall be prima facie evidence that it was pasted, posted, painted, printed, nailed or otherwise fastened, contrary to the provisions of this section, by the person, firm or corporation thereby advertised.

16%. Medical Advertisements Prohibited—Penalty. No person, firm or corporation shall post or cause to be posted on any advertising wagons, or upon or in any place within the city of Chicago where the same can be seen from streets, alleys or other public places of the city, any advertisement, hand bill, or notice of any character whatsoever, giving or purporting to give information from whom or where medicine or remedies of whatever kind may be obtained for the cure, prevention or treatment of uterine and Long. It creates confidence in their judgment, discernment and ability at a glance Scranton, "The Electric City."

G. H. OTTING.

Scranton, "The Electric City."

Situated in the Lackawanna Valley, the heart of the vast anthracite coal fields of America, the inland metropolis of the state of Pennsylvania, the Chicago of the East, 750 feet above the level of the sea and only four hours from its shore. Scranton enjoys the undisputed distinction of being the most healthful and thriving city in the Keystone State.

Ten railroads diverging from its limits, give it unsurpassed transportation facilities. A large suburban population is directly connected with the city proper by several lines of electric railways, which stretch out to every town and hamlet within twenty miles. The inhabitants of these suburban towns do their trading here. Scranton is the industrial center of a large and progressive part of the state.

Scranton is the fourth city in the state of Pennsylvania.

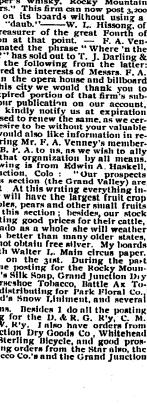
Pennsylvania.

145 miles from New York. 155 miles from Philadelphia

Philadelphta.
Its incorporate limits embrace 12,000 acres.
141 miles of streets.
20 miles of electric car lines within city limits.
75 miles of electric car lines extending beyond the city limits
The streets are illuminated by over 700 are lights, and is the best lighted city in the United States.

States.

It has an inexhaustible supply of pure water, with a water works capacity of 35,000,000 gallons per day.
Population, 105,000; increase in ten years of



#### THE BILLBOARD. PUBLISHED MONTHLY AT

127 Fast Fighth Street, Cincinnat, O., U. S. A. Address all communications

For the editorial or business departments to THE BILLBOARD PUBLISHING CO.

Subscription, \$1.00 Per Year, In Advance.

#### ADVERTISING RATES:

Advertisements will be published at the uniform rate of ten cents per agate line; copy for advertisements must reach us on or before the

Billboard Advertising is sold in London at Low's Exchange, 57 Charing Cross, and at American Advertising Newspaper Agency, Trafalgar Buildings, Northumberland Ave., W. C. In Paris, at Bretano's, 17 Avenue del Opera. The trade supplied by the American News Co. and its branches. Remittance should be made by cheque, post-office or express money order, or registered letter addressed and made payable to The Biliboard Pub. Co. The editor cannot undertake to return unsolicited manuscript: correspondents should keep copy.

When it is necessary to wire us the instructions and copy for advertisements, great saxing in the matter of telegraph tolls may be had he recovered to Rillhoard Advertising is sold in London at Low!

copy for advertisements, great saving in the matter of telegraph tolls may be had by recourse to the Donalison Cipher Code.

DOES advertising create demand? We put the query to the advertising manager of a well-known daily the other day. "Bah!" he said; "which got here first, the chicken or the egg?" But the question may not be thus lightly dismissed. Mr. Bates claims that advertising does not create demand. He contends that it merely directs attention to where an existing demand may be supplied. He backs up his assertion by pointing out the fact. that no matter what may be advertised the demand was there beforehand, else the advertisement was futile. Point to an entirely new brand of breakfast food which has been successfully introduced by advertising, and he will tell you that there was a demand for breakfast food existing prior to the advent of that particular brand. Argue that a hundred years ago there was no demand for telephones, and he will meet you with the assertion that there was a demand for something or other that would facilitate communication and annihilate distance.

It will be seen, therefore, that Mr. Bates' problem is an interesting one. Furthermore, the most cursory consideration must demonstrate that its proper solution is of vital importance to advertisers.

Let us see if science can aid us to reach a solution. Assuming the affirmative. we have, "Advertising creates demand." We do not perceive the truth of this proposition intuitively, and metaphysics will not help us. Obviously, the solution must be reached by discursive process; hence we must needs invoke the aid of

In logical demonstration it is of the utmost-importance that error does not creep into the premises. What, then, is advertising? Refer, if you will, to the Standard or the Century, but it is better to seek the definition by logical process.

Our primary knowledge is of single advertisements. They are of all kinds and every description, ranging from the"want ad" in a daily paper to an exhibit at an exposition; from a business card to the "hue and cry" sent after a criminal; from a poster to a hand bill.

From this conglomerate mass, our gen-

eral notion of advertising is derived. The operation involved is in logic termed abstraction and generalization. By abstraction we separate from each au attribute common to others. By generalization we put together in classes advertisements having this common attribute. The classes thus formed we subject to the same process, and we keep on higher and higher until we embrace all advertisements in one general notion. Now, having formed our notion, let us define it. Logic requires that we bring out a distinguishing attribute of the thing defined. When this is done, there is always a true definition. When this is not done, there is no proper definition. What, then, is the distinguishing attribute? It is "acquainting" or "making known." No matter what the advertisement, or where you see it, you will find it exercising this function, making known. Therefore, advertising may be defined as "making known." In

like manner, the definition of demand is

\*\*\*

eralization, described in reaching the

definitions, are simple and elementary ex-

ercises of discursive thought. The further

to follow the process closely, for the aver-

age reader would likely find the techni-

calities difficult, abstruse and involved.

Suffice it to say, that syllogistic analysis

proves that advertising (not does, but)

may create demand. Summarized briefly

(and loosely) the argument is as follows,

viz: A person cannot desire to obtain

that of which he has no knowledge. It is

psychically impossible. But we know peo-

ple do want or desire to obtain things;

therefore, they must have knowledge of

the things desired. Demand implies want,

but not necessarily need. One may want

something without really needing it, and

the want may be aroused (or created) by

merely exhibiting the object; as instance,

showing a glittering trinket to a baby.

Then, again, need may exist in a latent

state. That is, we may have need of

Still, while need may be dormant, desire

never is. We cannot desire anything un-

less by the imaging power of the mind.

We have first mentally pictured it to our-

found to be a desire to obtain

out it. When the time for the second issue THE processes of abstraction and genrolled around, although the revision had every month for nearly three years. In consideration of the proposition, however. that time its original ambitious scope has is one of ratiocination, not so easily dedwindled amazingly. scribed. Fortunately, it is not necessary

> publishing the result of these observations, inquiries and investigations. So far as it goes it is a science. It is knowledge arranged, correlated or systematized. We believe, too, that it goes far enough to prove of real worth and utility to any one interested in advertising.

It unfolds the fundamental principles which underlie all advertising, and enunciates the regulating laws involved in its

It has its own rules of evidence, precisely like every advanced science, and they are competent to determine for it what is truth in its particular field.

In these days, when there is so much largeness and, at the same time, so much looseness of thinking on this important something without being aware of it. subject, it would seem that it is fitted in some degree to give greater accuracy than accrues from empirical observation and

selves. This latter we cannot do without treatise, possibly with only partial suchaving previous knowledge of the object cess in the execution, but, it is confi-

an exercise of the memory or the imagination, and the latter is merely the reproduction of old forms in new disposi-

We cannot know anything that is not made known to us. We sometimes want things of which we have knowledge. Advertising is making known. Therefore, advertising sometimes creates demand.

PROBLEMS like the one Mr. Bates propounds are well calculated to give the superficial thinker an idea of what a large and deep science advertising really is. Some three years ago the writer, saturated with much reading of the then existing advertising papers and fortified with some considerable personal experience, commenced work on what he termed Advertics. There was no text book that treated advertising purely as a science, and Advertics was to meet the long felt want. With Logic for a propædeutic and a vast array of facts, the work started off swimmingly, and progress was made at such a rate that THE BILLBOARD was hurriedly launched in order that the new gospel might be spread abroad. Somehow, though, when the paper was ready for the first installment, the latter was not ready for the

It needed revision—just a few finishing touches-so Vol. 1, No. 1, appeared withbeen prosecuted with great vigor, the MSS was not in shape, and so it has been

In our next issue we hope to commence

experience

This is what has been attempted in the

or some of its attributes, for phantasm is dently believed, in the right method. It will be termed Noscology, not only because the name is apt, but by reason of the necessity of distinguishing it from advertising, which is applied, practical while Noscology is-well quite a different thing altogether.

#### ROYAL BAKING POWDER.

In view of the fact that the Royal Baking Powder Co. is contemplating an extensive trial of the billboards, the folowing paragraph from Printers' Ink is

It is an interesting fact that the advertisements of the Royal Baking Powder Co, have not ap-peared in the Chicago Daily News or in the Ladies' Home Journal for years, and the reason why is simply that these two publications refuse why is simply that these two publications refuse to allow an agent's commission to anybody who is not an advertising agent, and the Royal Baking Powder people will not place their advertisements in any paper that will not allow them the agent's commission. These two publications are, it is believed, the only ones in America that will not grant a large advertiser the agent's commission when he insists upon it.

The bill posters of the country will soon be confronted with this problem, and they might as well commence thinking i over at once. The question is, what good have the Chicago Daily News and the Ladies' Home Journal accomplished by denying themselves the business of the Royal? We must ans er, absolutely none. Their course has not benefited the advertising agents of the country, nor has their example influenced other put

Either one of these publications would give the customary commission to an ad vertising agent, even though all the business he sent them in the course of a year amounted to less than a tenth of what would receive from the Royal

Not only that, but they will, and frequently do, grant credit to advertising agents whose responsibility is, to say the least, questionable; and these agents get the commission which is denied the Royal people, who are unquestionable responsible.

Furthermore, the News and Ladies' Home Journal grant commissions to agents who are notoriously slow pay, and deny it to the Royal people, who are exceptio

eptionally prompt.

The Royal Baking Powder Co. contends advertising department is in fact an advertising agency. They affirm that it handles more business per year than ninety-nine out of every hundred regular (?) advertising agents, and is better pay than the most of them.

As they apportion their own paper, plan their own circuits, and work out the details, they claim that they are doing everything that an advertising agent does, and hence are entitled to the commission.

Any bill poster who refuses the com-nission need not cajole himself into the belief that he is aiding the agents, for Royal business neverthas, and never will, be placed through an agent. instructed the jury. What will the ver-

#### "Et. Tu Brute."

We clip the following paragraph from the proceedings of the New York State Bill Posters' association, held May 10, at the Globe Hotel, Rochester:
The following was offered by Mr. J.

Ballard Carroll Be it Resolved. That the action taken by the New York State Bill Posters' association in making the Bill Poster its official organ, be and the same is hereby rescinded." Adopted.

#### FAME.

Some men are born to greatness, and some the . same attain : ome have it thrust upon them, too it's claimed ; and then, again, ome reach the heights of greatness when they advertise the ills From which they've luckily escaped by taking some one's pills. -Chicago Record:

#### MAKING IT PAY.

By HARRISON HAYNES HUBBARD.

I have always known that THE BILL-BOARD had a pretty good circulation. I get about the country quite a bit, and I find it almost everywhere, but I did not fully realize what a circulation meant up til now. I very rashly promised in last month's issue to answer any queries from country bill posters that were sent me to Cincinnati. As a result, I find myself assailed from all points of the compas have received up to this writing (May 20) over six hundred letters, and, of course, am unable to cope with such a big lot of correspondence. I have tried to answe as many as possible, but, of course, fivesixths of them will have to go unanswered. I simply cannot find the time to reply to them. Any person, therefore, cho has written me this explanation in lieu of an apol

Please understand that I would like to answer each and every letter. I should enjoy it hugely if I had the time, but I ot. Just imagine yourself con-with the task of answering six hundred letters, in addition to your customary work, and you will understand why I cannot undertake to do it

The letters I have received cover a wide range of subjects, but many of them are in regard to the same thing. For instance, I suppose I have received fully a hundred inquiries regarding license. The following examples their general tenor:

Coving examples their general tenor:

Covington, Tenn. May 3, 1897.

Mr. H. H. Haynes, Esq., Cincinnati, Ohio.

Dear Sir—In the May issue of Billboard I noticed your valuable article on "Hints for Country Bill Posters." It helps us out wonderfully. Covington has a population of 3,000, country 25,000. Please let me hear from you on these subjects through mail:

Will license keep out the traveling men? What I mean is this, are they bound to give the licensed bill poster their work or take out license themselves, if they won't give it to the bill poster?

poster?

Does the law protect the bill poster or any one distributing, etc., except a bill poster that has a

ense?
lease give me your idea on liceused bill posting agent.
Your friend,
H. N. HOLSHAUSER.

I would refer all bill posters who, like Mr. Holshauser, want to know the real inwardness of the license question to the article under that heading in the April

The editor has handled the subject thor-

oughly and accurately.

I had a license ordinance enacted when I first went into the business, and I have regretted it ever since. When I was struggling to build up a good service it used to make me hot to have a traveling agent blow into town and scatter almaacs, booklets and handbills broadcast

It seemed to me that inasmuch as I was making such an earnest effort to do the work thoroughly and honestly, and as every bit of patronage meant so much to me, that any means I could adopt to that end would be justifiable. I kept thinking it over, and finally one day a very fresh and energetic gentleman arrived with a

He started in early and he worked late, and covered the town faithfully, even going out each road leading into town quite

a ways.

When he reached the hotel that evening I went out and inspected his work, making an attempt to count it. I judged that he must have gotten out between five and six hundred. With a sigh over the six dollars that he had beaten me out of. returned to the hotel.

The next morning the fresh young man was gone. He left on an early morning train, but he left trouble behind him. It soon became evident that, not satisfied with his day's work, he had labored far into the night.
Every board I had in the town was cov

cred with his handiwork, and he had left evidences of his industry in the foyer of the postoffice, on awning frames, tree boxes and even church doors, and those some few private residences. Oh, he

was a peach!
Well, that settled it I was mad all the way through. Before I got the first board

cleared up I invested in a brush and a gallon of asphaltum, and hired a man to go around and paint out every blessed sign that he could find. The next evening I had the license put through.
Well, it worked all right for awhile

As long as the depredations of the vandal mentioned above were fresh in mind the marshal used to nail every advertising agent on sight, and he either paid the license or turned the work over to me.

I did not altogether like the working of the scheme. It was too much like a holdup to suit me, but I needed the work, and justified the means on that score.

Well, to make a long story short, one day an agent came along who flatly ref to pay the license. He was working for the erican Tobacco Co., and telegraphed house for his instructions. He told his house for his instructions. the marshal that he would not pay the license, told him why and showed him the law, but desisted until he received word from headquarters. It came in the shape of a wire, which read:

' Go ahead The marshal also received one about

"If you molest our agent, you do it at our peril, and we will hold you and your ondsmen personally responsible."

The agent was not interfered with. The

arshal consulted the city attorney, and he gave it as his opinion that no license

From that day to this no advertising agent has been interfered with, but I have gone right on paying twenty-five dollars a year, and had quite a lively fight some few months since to keep council from raising the tax to fifty dollars.

long since a new man was elected city marshal, and he made me a proposi-tion to hold up every agent that came to town for half the amount I received for work thus gotter

I told him that I did not care to make money that way.

I believe the whole scheme is wrong.

think—in fact, I know—that advertisers would far rather patronize local bill posters than put men on the road. The trouble is, that there are so many towns unprovided with a bill poster.

They have suffered, too, from careless and in lifferent work from old school bill posters, but the expense of traveling men is a burden they will gladly lay aside as soon as they can get the service

Every time an advertiser runs up against a bill poster's license, he imme-diately concludes that it is an attempt on the bill poster's part to compel patronage without deserving it. I know it was in my case in numerous instances, and I believe the license, on the whole, has worked me more injury than it has done me good.

My advice is, if you have no license do not try to get one. Give good service and advertise the fact Let advertisers know it, and when they give you a trial prove it to their entire satisfaction

I have also had a large number of iniries in regard to associations. Many bill posters want me to advise them which join, the International or the Associated. To be perfectly candid, I cannot indorse either one. Theoretically, the International is the best of the two. It also makes a pretense of operating especially in the interests of the country bill poster, but, as far as I have been able to see, that is all it does do. In other words, it does not get beyond the pretense. To my notion, it needs a thorough shaking up. It wants an executive committee and some officers who will really do something. This organization is on the right track, but the engineer and con-ductor are not sure that they have the

right-of-way.
The Associated really has been of benefit in numerous ways, especially to its members in the large towns, but it never has, and never will be, of any benefit to country bill posters as long as it is op-erated on the lines at present followed.

Both of these organizations hold annual meetings in July, at which great things are promised. I would advise all bill posters to await the outcome of these meetings before uniting with either.

Regarding associations of distributors, would state that while ostensibly there are many, in reality there is but one, and that is the International Association of Distributors, of which Mr. W. H. Stein brenner, of Cincinnati, is secretary, and Mr. Clough, of Chicago, president. All the rest are the rankest kind of fakes, not a few of them downright

THE BILLBOARD

I wish the editor of THE BILLBOARD would keep the following list of firms standing and publish them every month as a safeguard for real distributors will save both time and money by having nothing to do with them:

American Co-operative Advertising Co., 447
Sixth ave., New York. American Advertising and Supply Co., 26 Church street, New York: The Globe Advertising and Distributing Bu-

The Globe Advertising and State Seau, New York.
eau, New York.
American Distributing Bureau, New York.
United States Distributing Bureau, Boylston
Building, Chicago.
United Manufacturers' and Publishers' Adver-

ising Co., 95 Remsen street, Cohoes, N. The United States Mutual Advertise

ciation, 112 Dearborn street, Chicago, III.
The American Advertisers' Association, P. O.
Drawer 2563, Philadelphia, Pa.
The Standard Advertising Association, 129 Marietta street, Atlanta Go.

etta street, Atlanta, Ga. Circular Advertising Association, Kansas City, nssoun. Agents' Herald Corps, Girard and Frankford res . Philadelphia, Pa. Union Distributing Co., 94–96 Fifth ave , Chi-190 III

cago, Ill. G. Ed. Harrison, (A. 6) Baltimore, Md.

Pay no attertion to any communications, letters or circulars that you may receive from any of the above firms. Any one who joins them stamps himself The National Distributors' Association

of Philadelphia, run by the Congdon man, of whom THE BILLBOARD has had considerable to say, is hardly any better. While the association is not fraudulent in tself, it is run principally to float several side schemes of Congdon's, and is not of any benefit to its members.

There is another. It is operated by Will A. Molton, of Cleveland, O., but I do not understand it. It is not a mutu rganization; in fact, I do not know that it is an organization at all. Mr Molt peaks of "our members" in his bright little monthly, but there does not app to be any officers or organization, and no clearly defined policy. The only thing that I can say about it is, that Will A. Molton himself is a first class distributor who stands high in the estimation of advertisers. He does not seem to be making much headway with his plan and he i creating more or less confus seem that the best thing he could do, both for himself and distributors at large, would be to unite with the International Association of Distributors

Many requests for advice have also reached me. Most of the letters want points on how to solicit their local trade am going to devote all of my space in the July issue to this question. I have made a success of this line of work myself, and I believe I can give any bill poster in the business cards and spades and beat him out at it. I shall explain my methods and detail my experience

In the meantime, I want to observe that I have met very few bill posters who could talk advertising fluently. All, or nearly all, are first-class off-hand talkers on ger eral subjects, but get them on advertising and their arguments soon run out.

This proves that they are not well read on advertising. I have prepared a com-plete list of the advertising papers, which I give below, and would suggest that all bill posters who want local trade prepare themselves to talk advertising by diligent reading of one or more of the following

Brains (weekly); 10 cents per copy; \$4.00 per year, in advance. Published at 141 to 155 East Twenty fifth street, New ork City, by Brains Publishing Co.

Printers' Ink (weekly); 10 cents per copy; \$5.00 per year, in advance. Published at 10 Spruce street, New York City, by Geo. P. Rowell & Co.

Art in Advertising (monthly); 10 cents per copy; \$1 00 per year. Published at

156 Fifth avenue, New York City, by H.

Profitable Advertising (monthly); 10 cents per copy; \$1.00 per year. Published at 13 School street, Boston, Mass., by Kate E. Griswold.

Advertising World (monthly): 10 cents per copy; 75 cents per year. Published at Columbus, Ohio, by the Harper Illusrating Syndicate, 100 North High street.

Fame (monthly): 10 cents per copy: \$1.00 per annum. Published at Lincoln Building, Union Square, New York City by Artemus Ward

Advertising Schemes (weekly); 10 cents per copy: \$5.00 per year. Published at Manchester, N. H., by W. M. Kendall. Advertising Experience (monthly); 10

cents per copy; \$1.00 per year. Published at 324 Dearborn street, Chicago, Ill., by Irving G. McColl. Newspaper Ink (weekly); 5 cents per

copy; \$200 per year. Published at Suite 607, Chemical Building, St. Louis, Mo., by Frank Leake.

Push (monthly); 5 cents per copy; 50 cents per year. Published at Spring-field, Ohio, by Marco Morrow

The Ad-Writer (monthly); 10 cents per copy; \$1.00 per year. Published at 519 Olive street, St. Louis, by H. H. Par-

Advertising (monthly); 3 cents a copy; 25 cents a year. Published at 315 Walnut street. Cincinnati, O., by The Procter &

Our Owl. Published at Philadelphia, Pa., by the Advertisers' Agency.

Up-to-Date Ideas (monthly): 5 cents per copy; 50 cents per year. Published at Grand Island, Neb., P. O. Box 3.

Up-to-Date Distributor (monthly); 10 cents per copy; \$1.00 per year. Published at Room 9, No. 84 Public Square, Cleve-land, O., by Will A. Molton.

Our Advertiser (monthly). Published at Middletown, N. Y., by Thos. Kane.

The Bill Poster (monthly); 10 cents per copy; \$1.00 per year. Published at 280 Madison street, Chicago, by R. C. Campbell.

The Bill Poster (monthly): 5 cents per copy: 50 cents per year. Published at 61 Chancery Lane, London, England. J. J. Bennell, editor.

Advertisers' Guide (monthly): 3 cents per copy: 25 cents per year. Published at New Market, N. J., by Stanley Day.

The Publishers' Guide (monthly) ; \$1 00 per year. Published at 391 Minnesota street, St. Paul, Minn., by W. F. Williams Chas. Austin Bates' Criticisms (monthly); 10 cents per copy; \$1.00 per year.
Published at 15-17 Beekman street, New
York City, by the Holmes Publishing Co.

per copy; \$500 per year. Addres tional Advertiser, New York City. The Ad-Age (monthly); 3 cents per copy; 25 cents per year. Address The Ad-Age. Boston.

National Advertiser (weekly); 10 cents

American Advertiser (monthly); 20 cents per copy; \$2.00 per year. Published at 325 Dearborn street, Chicago, Ill., by Morgan Bates. The Advertising Manufacturer (month-

ly); 10 cents per copy; \$1.00 per year. 315 Dearborn street, Chicago. Advertisers' Herald (monthly); 5 cents per copy; 50 cents per year. Published at Greenfield, O., by Albert Cannon.

Ad-Sense (monthly) : 10 cents per copy ; \$1.00 per year. 79 Fifth ave., Chicago. Ads (monthly); 10 cents per copy; \$1.00 per year. Address Ads, San Francisco, Cal.

The aldermen of Everett have been made a committee to sit in judgment on any theatrical poster which is to be displayed in that city. As some of our aldermen are about to start on their spring vacations, it is suggested that the city auditor might be designated as the official committee on fine arts for Fitchburg, especially theatrical posters of female dancers whose estrical posters of female dancers esses begin too late and end too soon.

THE BILLBOARD one year for a dollar.



#### LEFEBVRE'S BUDGET.

[Address all communications to Donat Lefebvre, Manchester, N. H.]

Mead & Baker, of Richmond, Va., have just issued a neat little booklet, called "How to Preserve the Teeth." It is handsomely printed, on splendid paper and the text, is clear, forcible and convincing. A distributor delights to handle matter like this because he knows he can get returns for his client.

The E. E. Sutherland Medicine Co., of Paducah, Ky., are reported to be highly enthusiastic over the results of their distributing thus far.

David & Co., of Clarksburg, W Va., advise us that a prominent advertiser re commended them to the Cohoes fake.

P. J. King, of Mount Vernon, N. Y., covers thirteen towns in that vicinity.

Mr. H. T. Hayes, advertising agent of the Dr. Chase Co., of Philadelphia, was a BILLBOARD caller May 11. He is an en-thusiast on scientific distributing, and as he once carried the sack himself he may be considered a judge. Mr. Hayes ex-pressed himself as more than pleased at the service received from members of the . A. of D, and predicts a great future for the organization.

The Dr. Chase Co. distributes 15,000,000 booklets annually, covering their terri-tory every sixty days. Mr. Hayes will at-tend the I. A. of D. convention in July.

Mr. Campbell, advertising manager of the Dr. Dodds Co., of Buffalo, N. Y., and Mr. Sutherland, of Paducah, Ky., will at-tend the convention of the I. A. of D. at

Mr W. H. Steinbrenner is now in position to make collections for members. If you cannot effect them send them to him. He will give them the liveliest kind of a chase He will only handle collections for members of the I. A. of D. He cannot

Put the Agents' Employment Co., of Kalamazoo, on the scheme list. Rank fake

The Co-operative Salesmen's Co., 520 Granite Building, St. Louis, Mo., have launched a new scheme. They have a car fitted up, which carries a corps of solicitors, distributors, advertising matter and samples of such wares as they are advertising. They stop at every city, town and village on a given railroad, and after thoroughly worked the town, the solicitors are turned loose on the merchants. They exhibit samples and take orders on the principle of "strike while the iron is hot." The system is said to introduce new goods with great rapidity.

The advertising manager of a house that puts out ten millions of circulars annually writes as follows: "I have detected a marked and steady improvement in the methods of distributors all over the country since the advent of THE BILLBOARD. I believe you have done more for distributors and bill posters than any other one influence of the day. I want to say, too, that I read the paper weelf. In my estiwith keen interest myself. In my esti-mation, the distributor who cannot get

suggestions from it must be dull, indeed."
[The distributor or bill poster who can not get ten times the value of the sub-

scription price out of every number of THE BILLBOARD is too slow for the busi-

The attention of distributors is invited to a letter in our monthly experience meeting (Letters to the Editor). It is interesting, and zealous members of the I. A. of D. will be gratified to learn that Mr. Redington is anxious to second their efforts in establishing and maintaining an organization that will provide a stable and reliable service throughout the country. Mr. Redington has been grossly imposed upon by a fake association with headquarters at Cohoes, N. Y. This has led him to misuse his influence on divers occasions, if we are to credit many letters

He is coming to the Cincinnati meet-ing, however, and can fully satisfy him-self on that occasion that the International Association of Distributors is all that it claims to be, viz., a bona fide musociation of zealous, earnest, practical distributors.

The Star Ointment Co., of Tyrone, Pa., is working the old gag—offering \$3.00 per 1000 to any distributor who will send them 15 cents for a box of their ointment. say there is a sucker born every They d minute, and the Star Ointment people evidently believe in the saying.

Manager Luke Hunt, of the Hotel Emery, offers a special rate to distributors attending the Cincinnati convention-75 cents per day, double, and \$1.00 per day, single. Nice, pleasant, cool rooms right in the hotel where the convention takes place.

Secretary Steinbrenner has arranged for special rates on all railroads. This will largely augment the attendance.

Don't forget the date: Cincinnati, July 20-24.

Delegates from the North and East will probably be able to buy tickets to Nashville with stopover privilege at Cin-cinnati. This will enable them to attend both the convention and the Tennessee Centennial Exposition.

Every real distributor ought to attend the convention of the International Asso-ciation of Distributors at Cincinnati July

TIPS - Menner Chemical Co., Newark, N. J.; Dr. Spinney & Co., 292 Wood ave., Detroit, Mich.; British Columbia Mining Agency, 202 Woodward ave., Detroit, Mich.; Huronia Chemical Co., Port Huron, Mich; Diamond Bitters Co., De-troit, Mich; Clark & Champagne, 618 Chamber of Commerce, Detroit Williams, Davis, Brooks Co., Mich., will shortly advertise "Bryant's Root Beer." Distributors in Eastern States, New York and Pennsylvania,

should address them at once. Try, also, Bayer Med. Co., 1706 Adams street, Toledo, O.; Stuart Chemical Co., Marshall, Mich.; Raibert Pine Tar Tablet Co., Cincinuati, O.; Bellevue Med. Inst., 112 Monroe street, Chicago (G. E. Robin-son is adv. manager); Peerless Brush Co., 345 Third street, Brooklyn; Knapp Root Beer Co., 168 Duane street, New York; Butterick Pattern Co., New York; Trix Mfg. Co., Rochester, N. Y.; P. Neustrader Co, 161 Pearl street, New York City; Pabst Chemical Co., Chicago; Johnson & Iohnson, New Brunswick, N. J.

The following are advertising for "distributors." It should be "for your stamps." Thereby, for every one you do not write to, you are saving postage and

C. A. Reed Co., Hardwick, Vt.; G. Ed. Harrison, Baltimore, Md.; Mystery Pub. Co., Woodbury, Vt.; S. A. A., 282 Piedmont avenue, Atlanta, Ga.; Commercial Adv. Assn., Lippincott Building, Phila-

Many of the boys will recognize H. L. Kramer, of Mineral Springs, Ind., as the hustler for the Sterling Remedy Co. of that city. He has a new fad, and it's a good one, too. He is an advocate of "fasting." I mean just what I say, and so does he mean it, for he is willing to wager \$10,000 that his friend, Corp. Tanner, will live forty days without eating a particle of food, and drinking only one pint of mineral water every day. (I'm wondering if Mr. Kramer will not spring a new brand of water discovered by himself on the public later on.) The offer is an open one, and any one can try for the ten thousand.

California Syrup of Figs had a very poor distribution here lately. From four to eight to a door seemed to be the usual number. It was a "kid service." We thought Mr. Underhill understood a good

Dr. Kennedy Co., Roundout, N. Y., newspapers put out here. Service fair.

Dr. Kilmer's agent was here, and the work was done very good. No books seem to have been wasted. But the Litseem to have been wasted. But the Littlefield Drug Co., alias the Constitutional Syrup Co., also got the agent to use his boys and have "his little stamps" printed on the books. This being detrimental to other druggists who may want to keep "Swamp Root."

The Kohler Chemical Co., Baltimore, The Kohler Chemical Co., Baltimore, Md., got the same service, and the little stamp was used again. And then these firms will be wondering why their goods don't sell in this place, notwithstanding the distribution they make. Let them understand that no druggist will recommend or buy their goods if they persist in allowing one druggist to stamp his name on the advertising matter put out. Let the distribution be done for the benefit of all—not for a "lovely druggist" fit of all—not for a "lonely druggist" This kind of service is hurtful, and the dvertisers should be told of the facts.

Every advertising agent of the large advertisers in the United States and Can-ada are invited and requested to attend the meeting of the International Associa-tion of Distributors, to be held at Cincinnati, Ohio, July 20 24, 1897. It is to their interest to do so, and, no doubt, every one attending will surely be more than pleased with their reception. A cordial invitation is extended to all. Come, friends, let us all meet there-Cincinnati, July 20-24, 1897.

#### Purely Personal.

Haynes, of Ironton, is going out of the bustness. He and his son are going into the publishing business. They will start with a monthly at first, and gradually bring it down to a weekly as fast as butiness warrants.—There is one important salient fact that we want to impress upon the minds of distributors, and that is that THE BILLBOARD reaches advertisers. The paper is read by more advertisers every month than by bill posters, distributors, sign painters and fair managers combined. It is a good advertising medium for distributors. There is none better.—J. H. Bell, of Staunton, Va., still continues in the poultry and egg business, but is gradually devoting more time to distributing.—We are indebted to the Middletown Advertising Co. for interesting fair news in another column.—The W. S. Meek Co., of Wheeling, W. Va., want a list of advertisers who distribute.—S. C. Draper, of Portsmouth, Va., will give the I. A. of D shortly.—Clarence Hale apologizes to us for kicking so often about the non receipt of papers. He states that the postmaster found the missing numbers when he cleaned honse.—French & Co., of Paulding, O., is a newone.—Stewart Adams, of Dover, N. J., is O. K.—Geo. W. Vansyckle, of Indianapolis, was a BILLBOARD caller May 16th—Raup & Gilger will do well to put the name of the state they are located in on their

Gatos, Cai, writes as follows, viz: "I will start soon and make a house to house canvass of three or four counties in California. Population about 175,000. I have my headquarters in Los Gatos and take enough matter to last two or three weeks with me in my wagon and make a thorough canvass."—A fraud order has been issued against Chase & Co., 417 Third Avenue, New York (information due to the kindness of the National Distributing Co., Detroit).—McCormick Bros. have a model brochure for enclosing with letters of solicitation. It is a regular business getter. McCormick Bros. operate the Herald Distributing Agency at Manchester, Iowa.

H. H. Harper, of Alexandria, Va., is up against the co-operation of New York. Tell him, some of you fellows, tell him gently and kindly. We have not the heart.

McArthur, Son & Co., of Dundee, Scotland, bill posters, poster mongers and advertising experts sends us a catalogue of The Dundee Cycle Show, April 26th to May 1st. It (the catalogue) was published by McArthur, Son & Co., is nicely compiled, well printed and filled with advertisements.

The reduction in the Canadian duty on poster has already resulted in much new business for bill posters in that country.

and does not scale like varnish. Signs & Sign Painters

is taken from the Western Druggist, which says that it is all right: Three parts of dammar varnish to one of luminous calcium sulphide, for outside use. For inside use, fifty parts of white gelatin, fifty parts of glycerine, 200 parts of water and 150 parts of luminous col. sul-

To Mix Dry Lamp Black With Other Paint.—First mix the dry lamp black to the consistency of paste in turps; allow it to stand over night. Add a little oil; mix well, and you will have no trouble in stirring it into other paints. The stiffer it is the better it will mix.

When painting signs that are intended to stay up for a short time only, the paint should be made to go on as easily as possible. We do not recommend coal oil as beneficial to paint, but it will make it flow on more easily than turps and will wear a reasonable length of tim

Asphaltum marking paint for fast work is made by dissolving it in turpentine to a thin fluid. Dries quickly and will not spread.

Asphaltum varnish is made by dissolving it in turpentine and adding good lin-seed oil, boiled. You may make it as thick as the work requires. Asphaltum is easily dissolved. It boils at 212 Fahr., the temperature of boiling water.

The finer white lead is, the more color it requires to tint it. This is a good com parison test for fineness.

soaking it in water, then by a gentle heat the oil will dissolve it. This makes an excellent filler for preparing rough boards for signs.

of melted white wax in a quart of tur-pentine by degrees, and put on warm with a brush. Make it thin. Paint slips on to this like grease. Glue and starch sizes are out of date. To make quick drying, hard putty, mix

Williams street, New York City:
Illustrations of Sign Writing, price,
50c; Sign, Carriage and Decorative Painting, price 50c; Copley's Plain and Ornamental Alphabets, price, \$2.50; The
Standard Sign Writer, price \$2.00; Landa's Fancy Alphabets, price, \$1.00; Sign
Writing and Glass Embossing, price 75c;
Art Ornamenter and Modern Sign Writer,

When cleaning off an old sign, keep it wet with benzine or gasoline while you are sand papering. Your sandpaper will not gum, and it will cut three times faster without the benzine or gasoline. A cheap paint for advertising signs may me made of skim milk, quick lime and Portland cement. Quick lime renders it insoluble in water. No danger of it washing off any more than oil pe

To Make Japan DRYER.-Into one gallon of linseed oil put three fourths pound of gum shilloc, one-half pound each of lithorge, burned umber and red ead and six ounces of sugar of lead. Boil together for four hours, or until all the ingredients are dissolved. Remove from the fire and add one gallon of spirits of turpentine, and you will have a dryer you can depend on under any and all con-ditions.

Address all communications for this

department to R. H. FORGRAVE, Pickerington, O.

Sign painters, as far as practicable, should do bill posting, particularly in towns where either will not support itself. Charley Forgrave, one of Forepaugh's and Sells Bros. bill posters, told much is spring that a town of acceptable.

paugn's and Sells Bros. bill posters, told me this spring that a town of 2000 ought to pay a sign painter and bill poster at least \$50 per menth, if the business be properly conducted. Now, how many sign painters in towns of this size make that much when tollowing the business.

that much when following the business o

sign painting alo. e? How many make half that much the year round? Very few. He further says there are hundreds

out the United Sta es that have not the

semblance of a bul etin board in them.

We see no reason way sign painters should not take hold of this work in

White script letters on glass are usually made with tube flake white. Aluminum

bronze makes a showy script letter, and will wear better than flake white.

Etching on plass is much easier done

than is generally supposed. First cut in the letters with asphaltum varnish, leav-

ing the letters clean and clear. Build a wall around the edge with beeswax. Pour

on fluoric acid, enough to cover. Allow it to stand for about an hour. Pour the

acid back in the bottle for future use and

wash off the asphaltum with turpentine

will appear in etching. Fluoric acid lis

made by dissolving as much fluor spar in sulphuric acid as it will cut. Put in

gutta percha or a lead bottle, as it dis-

To Size Muslin for Lettering.-

Slack a little lime in hot water and mix with skim milk, about half and half. Strain, and dip the muslin in it. When dry, it is insoluble in water, and will last

as long as the cloth lasts. Try it, you will use no other.

ANOTHER SIZE.—Dissolve one or

white lead with equal parts of rubbing varnish and gold size. Keep under water

and the parts not covered with asp

towns where there is no regular

poster.

towns of this size and larger through-

CRLLULOSE PAINT.—Ten per cent. solution of ordinary wood pulp, to which should be added some sort of dryer, such as an acid, salt of lead or magonese. This paint is said to become insoluble and absolutely inalterable. It is very adhesive hard oil.

The following recipe for luminous paint

All sign painters should keep some genuine gum asphaltum in stock. Beware of the coal tar imitations. Get the hard lump—you can tell it. It shows a brilliant surface when broken, and breaks with a conchoidal fracture. It is one of the most useful products the sign painter can have. Besides its use for etching on glass, it is used for backing up glass signs and in all variety of work where rapi

Glue can be dissolved in oil by first

We have lately received several inquiries in reference to hand books for sign painters. The following are sold by the Western Painter, 85 Fifth ave., Chicago, and the Painters' Magazine, 84 Williams street, New York City:

Illustrations of Sign Writing, price

price \$2,50.
This last book the Western Painter

gives as a premium for one year's subscription for \$1.50. It cannot be bought any where else for less than \$2.50. It is the latest book on sign writing. The engravings are made from copies of handpainted signs, while most of the others are gotten up with regular printers' type.

Varnish for Cardboard Signs.--Take 3 parts of white shelalc and dissolve in 50 parts of ether; add 15 parts of dry white lead; shake repeatedly and filter through fine cloth.

Another.—Dissolve 5 parts of white glue, previously soaked in water, in 100 parts of warm water; spread this solution on the paper. After it is dry, soak for an hour in ten per cent solution of acitate of alumina; again dry, and give it a final glaze. Both are said to be absolutely waterproof.

A jonquil tint is made by mixing yellow and pink with white lead.

Water colors work best over a coat of

A cheap filler for rough boards may be de of corn starch and cheap varnish. Thin with turps until a working consistency is reached.

Why do you pay such an exorbitant price for your liquid glue when it is so easily made? Fill a bottle about half full of finely broken white glue; fill with alcohol and water half and half le stand for several days, when the glue will dissolve and you will have a first-class liquid glue that will last for years. Keep

Light always comes from above; therefore, all shading should be on the bottom of the letter. It makes no difference which side is shaded. Sign painters usually prefer the left side on account of less angles. A dividing line should always be placed between the body of the letter and the shading. This is done usually in white or black.

Letter forming, where you have two or three letters to go by, is an easy matter if you will but follow the rule that the stems are all of the same width and the embellishments, if any, occupy the same relative position on each letter. Allow ance should be made for wide and narrow etters, such as M, W and I. N is a very good letter to begin with when forming an alphabet. Make A a little wider and M and W wider still than A. Make all the rest of the letters the same width as N. except I.

BILLBOARD purposes to make this de-partment the best that has ever been partment the best that has ever been published on sign painting. It purposes to give many new and valuable recipes never before published. No antiquated methods, without they are exceptionally good, goes with The BILLBOARD. Now is the time to subscribe, so as to get the full benefit full benefit.

#### Answers to Correspondents.

H. J. M.—Water sizes for gilding on glass are made in various ways. Some use the white of an egg, others dissolve a little honey or white glue in water. Pure gelatine, however, is the best of all. The trouble usually arises from using the size too thick. Make it almost as thin as water. Isinglass makes an excellent size.

E. J. M.—The answer to your first question you will find in the note on luminous paints. You will get more satisfactory results by using the prepared article. It takes only a little to show luminously. The dry powder, in bulk, will only show surface lumination. It is said the luminous condition only affects to the depth of 1-61 of an inch.

By raised letters, we presume you mean embossing. Embossed work, as done in sign factories, is done by means of a press. Paper pulp is used to some extent; plaster-of-paris and putty is also used. Aluminum letters would be excel-lent for this work, as they are as light as cardboard. Attach them with a cement made of dry keg lead and a quick drying varnish. For a complete method of emossing, I will refer you to the book en-tled, "Sign Writing and Glass Emboss-g." This gives a description of all the

Chas. H. B.-Wants to know how to paint the wheels of his advertising wagons with aluminum bronze. Carriage painting is out of the line of sign painting, but as he is a bill poster, and others may want he is a bill poster, and others may want to do the same, we answer it. First paint the wheels and gear with four coats of white lead, with a little zinc white added to give it hardness. Rub each coat slightly with fine sandpaper. For the fifth and last coat make a size of keg lead and heavy gear varnish, and thin with turps. Apply, and when nearly dry rub on the bronze with a rag. Polish by rubbing it with a dry, soft cotton rag, or a piece of chamois. You may do signs in the same manner, except they do not need so many coats of lead. The size is all that is needed on glass.

R. W. C.—Can do no better than refer you to the Art Ornamenter and Up-to-Date Sign Writer for Designs. John R. Connery put out a book on sign painting once that was a hummer, but I understand it is out of print. Possibly you may get a copy of *Painting and Decorating*, 247 Broadway, New York City.

John C.—For writing white script on glass, take tube flake white; use turpenting dis

ine dip.

Note.-We have all the references necessary to answer any question in the paint or paste line, and will cheerfully do so. Nearly all correspondents desire a personal answer, but some forget an important item—that is, a two cent stamp. We think, if we spend our time in answering your letters personally, it is worth the postage.

#### Luminous Paints.

There appears to be quite an interest manifested in luminous paints by sign painters all over the country; hence, we give the complete method of its manufacture, but would first advise using the prepared product, which any dealer can procure for you of Bullock & Crenshaw, Philadelphia. It is put up in pound pack-

Philadelphia. It is put up in pound packages, and costs \$2.50 per pound. So far as we know, Balwain's patent luminous paint is the only one on the market now, and is sold by the above-named company. In the first place, there is a varnish made by melting Zanzibar or Kaurie gum copal slowly over a charcoal fire; 15 parts of this is dissolved in about 60 parts of best French turpentine, and filtered. This is mixed with 25 parts of pure line. This is mixed with 25 parts of pure linseed oil. No varnish will do that contains lead or maganese, which all of our ordinary varnishes do, as the lead or maganese destroys the luminosity of the sulphide of lime. A pure and lasting luminous paint is now made by mixing 40 parts of this special varnish with 6 parts of sulphate of barium, 6 parts of prepared carbonate of lime, 12 parts of sul-phide of zinc and 36 parts of good lumin-ous calcium sulphide (sulphide of lime). This is then ground fine on a stone, or in a stone mill. Iron mills will not do.

This makes white luminous paint.
Calcium sulphide is made by heating in a close vessel a mixture of 3 parts of oyster shells and 1 part sublimed sulphur.
The shells are first cleaned, then heated for half an hour, cooled off and pulver-ized. The white portion is separated ized. The white portion is separated from the gray and covered with a paste made of beer and sand, with alternate layers of powdered sulphur. First a layer of the powder, then a layer of paste, then a layer of sulphur, and so on. It is heated for an hour, then cooled and the white powder sifted out and ground in our water. gum water.

#### Purely Personal.

Purely Personal.

We acknowledge the receipt of letters from the following sign painters, but owing to the lack of space we are unable to publish them:
Sundahl & Ritter, Moline, Ill.; F. E. Munroe, Oswego, N. Y.; E. H. Ingham, St. Charles, Minn.; Harnois & Kendrick, Butte. Mont.; J. F. Clark, Conway, Ark.; J. E. Williams, Oshkosh, Wis.; Seibe & Green, San Francisco, Cal.; R. J. Gunning & Co., Chicago, Ill.; Ranson H. Tyler, Upper Sandusky, O.; Wim. B. Palmer, Milford, Conn.; V. S. Shaw, Salem, Mass.; Jas. Wilde, White City, Kas.; Allen E. Harbough, Mill Run, Pa.; Chas. Day, Huntington, Ind.; Jeff Leiter, Gallion, O.; J. W. Rhymsteine, Selin's Grove, Pa.; Thos. Drennen, Low Point, Ill.; Elmer Snyder, 1801 Berks street, Philadelphia, Pa; F. L. Church, Pomeroy, O.; C. M. Blydenburg, Riverhead, L. I., N. Y.; John Walton, Sheldon, Iowa; P. H. Zender, Austin, Minn.; H. E. Root, Leramie, Wyo.; Arno E Anske, Lacon, Ill.; F. E. Dana, Warren, R. I.; M. Murphy, Havre de Grace, Ind.; Wm. Burke, Jacksonville, Ill.; H. C. Rogers, Midway, Ky.—M. Watkins, of Denver, Col., is going to establish a bulletin plant either in Kansas City, Omaha or Salt Lake City.—Henry C. Crosby, of Paterson, N. J., renews his subscription to THE BILL-BOARD.—The G. F. Uhlman Co., of Chicago, are located at Room S, 50 Dearborn street.—Franklin Johnsen, of Lonsdale, Pa., is a sign

# LIST OF FAIR This list is revised and corrected monthly. Secretaries are urgently requested to send in their dates at the earliest possible moment after they are claimed, and to notify us promptly as to any change. Rosters and dates are published absolutely Free of Charge. Copyrighted 1897. All rights reserved.

#### ARKANSAS.

Monticello Monticelio Fair Oct 13 to 16 T T Whitaker sec ine Bluff Pine Bluff Fair Oct 19 to 22

#### CONNECTICUT.

Bristol Bristol Fair Sept 20-30 Ard Welton pres E F Gaylord supt races Milo I, Morton Sec.

Danbury Danbury Fair Oct 4 to 9 S H Rundle pres G M Rundle sec J W Bacon treas

Guilford Guilford Agr Society. Sept 29 A C Brewer pres George B Spencer treas A H Phelps sec

Meriden Meriden Agr Society Sept 15 to 17 G W Fairchild sec No state fair in 1807 Norwich New London county Agl Society Sept 21 to 23 Theodore W Yerrington sec Wallingford Wallingford Agl Society Sept 8 too Geo I Jones sec

insted Winsted Agr Corporation W T Hulbert pres E M Platt sec.

#### ILLINOIS.

Aledo Mercer county Agl Society Sept 21 to 24 John Brady pres W H Graham sec Anna Union county Fair Aug 31 to Sept 3 Avon The Avon Fair Sept 7 to 10

Avon The Avon Fair Sept 14 to 17 J P Johnson pres Julian Churchill sec
Beileville St Clair county Fair assn Sept 7 to 10 Louis F Eidman pres Mascoutah August Barthel sec

Barthel sec
Belvidere Boone county Fair Sept 7 to 10
Benton Franklin county Fair Sept 14 to 17
Bushnell McDonough county
Camargo Douglas county Fair Sept 7 to 10
Cambridge Cambridge Fair Sept 20 to 24
Jas

Pollock sec
Camp Point Adams county Aug 30 to Sept 4
Carmi White county Agl Fair Sept 7 to 11 R L

Organ sec
Carrollton Green county Oct 12 to 15
Carthage Hancock county Fair Sept 6 to 10
Cattin Vermilion county Aug 17 to 21
Centralia Centralia Fair assn No fair in 1867 Centralia Centralia Fair assn No fair in 1867
S A Frazier sec
Champaign Champaign county Fair Sept 1 to 3
Charleston Coles county Fair Sept 12 to 18
Clinton DeWitt county Aug 30 to Sept 3
Danville Vermilion county Aug 31 to Sept 3
Danville Vermilion county Aug 31 to Sept 3
Elmwood Elmwood Fair Aug 24 to 27
Smith pres C F Graham treas C A Snyder se
El Paso Woodford county Sept 13 to 17
Fairbury Livingston county Sept 6 to 10
Farmer City DeWitt county Sept 7 to 10
Freeport Northern Illinois Agrassn Sept 7 to
10 H F Aspinwall pres Jas R Conley sec
Galena Galena Fair Sept 28 to Oct 1 George S
Avery pres Wm Barnes treas Frank Bostwick sec

wick sec Griggsville Pike county Aug 3 to 6 J F Hatch

Griggsville Pike county Aug 3 to 6 J F Hatch secy Homer Champaign county Aug 24 to 27 Hoopeston Vermilion county Aug 24 to 28 Indianola Vermilion county Sept 7 to 10 Jacksonville Morgan county Aug 17 to 20 Jonesboro Union county Sept 14 to 17 Joslin Rock Island county Aug 31 to Sept 2 Kankakee Kankakee county Sept 13 to 17 Kewanee Henry county Sept 13 to 17 La Harpe Hancock county Aug 23 to 27 Geo F Otto pres Judd Hartzell sec LeRoy McLean county Sept 14 to 17 Libertyville Lake county Sept 14 to 17 Libertyville Lake county Sept 14 to 17 Macomb McDonough county Aug 16 to 20 Marion Marion Fair C M Kern treas W H Bundy sec

Marion Marion Fair C M Kern treas W H
Bundy sec
Mendota LaSalle county July 13 to 16
Monmouth Warren county Sept 7 to 10
Monticello Pratt county Aug 16 to 20
Morrison Whiteside county Sept 7 to 10
Mt Vernon Jefferson county Fair Sept 6 to 10
Geo W Evans pres S H Watson treas Fred
P Watson sec
Mt Carroll Carroll county Aug 31 to Sept
3 G F Bucher pres Geo C Kenyon sec
Mt Sterling Brown county Aug 16 to 20
Newton Jasper county Sept 21 to 25
Oregon Ogle county Sept 21 to 25
Oregon Ogle county Sept 7 to 10
Pana Pana Union Agr society Aug 31 to Sept 4
Lon Roley sec
Paris Edgar county Sept 6 to 10 S B McCord
pres W C Stemons supt of privileges Geo H
McCord sec

ord sec neyville Perry county Oct 5 to 8 Princeton Bureau county Sept 6 to 9
Rochelle Ogle county Sept 21 to 24
Rockford Winnebago county Aug 20 to Sept 3
Rushville Schuyler county Aug 9 to 13
Sandwich DeKalb county Sept 14 to 17
Shybrook McLean county Aug 24 to 27
Shelbyville Shelby county Sept 7 to 11
Springfield Illinois State Fair Sept 27 to Oct 2
W C Garrard sec

arrard sec

Moultrie county Agr assn Aug 30 to
R M Pedro pres L C Fleming sec
Johnson county Fair W S Wymore na Johnson councy
es W C Simpson sec
ren The Warren Fair Sept 14 to 17 J L
caham pres S A Clark sec,
alam pres S A Clark

#### TNDTANA

Anderson Fourth of July celebration J W Knight pres E T Brickley sec I E May treas Bainbridge Putnam county Fair Aug 2 to 6 J C Bridger pres G W Starr treas A R Allison

sec oswell Warren Agr society Sept 7 to 10 Henry Robertson pres H W Dimmich treas W H OSWEIT WAITER AGE SCHOOL SERVICES WH. Robertson pres H W Dimmich treas W H McKnight secontrol Fair Oct 5 to 8 J W Eidson

Bourbon Bourbon Fair Oct 5 to 8 J W Ridson sec

Bremen Bremen Fair Sept 22 to 25 John Huff pres I I, D Seiler treas Henry H Miller sec Chrisney Spencer county Agr society Aug 30 to Sept 4 J C Haines pres P C Jolly sec Clay City Race meeting July 2 and 3 Fair Sept 6 to 11 W H Guirl pres W C Duncan sec Covington F W & F Agr assn Sept 14 to 17 W T Ward sec

Crawfordsville Montgomery county Agr assn Sept 6 to 10 W W Morgan sec

Crown Point Lake county Fair Sept 7 to 10 A A Bibler sec

A A Bibler see Elwood Aug 30 to Sept 3 V E Evans sec Flora Carroll county Fair assn Sept 20 to 25 W E Callane sec Frankfort Clinton county Agr society Aug 23 to 27 James A Hedgeock pres C R Spence treas M H Belknap sec Geo Weaver general sunt

treas M H Belknap sec Geo Weaver general supt
Franklin Johnson county Agricultural Horticultural and Park Assn Aug 31 to Sept 4 S W Duncan pres W S Young sec
Greenfield Hancock county Agr society Aug 23 to 27 Chas Downing pres Elbert Tyner sec Hagerstown Aug 9 to 14
Huntinburgh Dubois County Fair assn Sept 13 to 18 E W Pickhardt pres Daniel Rentepobler sec

ianapolis Indiana State Fair Sept 13 to 17

Indianapolis Indiana State Fair Sept 13 to 17
Chas F Kennedy sec
Kendallville Eastern Indiana Agr assn Sept
27 to Oct 1 N B Newnam pres John Mitchell
treas J.S Conlogue sec
Kokomo Sept o 10 10
Lalayette Aug 30 to Sept 3
Laporte Laporte county Fair Sept 21 to 24
J Vene Dorland sec
Lawrenceburg Lawrenceburg Agr society Aug
24 to 28 Harry Nowlen sec
Lebanon Boone county Agr assn Aug 16 to 20
W A Buntin pres C W Scott sec
Middletown Aug 3 to 7
Muncie Aug 23 to 28
Newcortle Aver 56 to 27

WA Buntan press C W Scott Sec Middletown Aug 3 to 7
Muncie Aug 23 to 28
Newcastle Aug 16 to 21
Newport Western Indiana race track and Fair assn Sept 27 to Oct 2 CM Ward press H V Nixon treas B S Aiken sec
Northwestern Indiana Fair Circuit WA Banks pres Laporte A A Bibler sec Crown Point
Plymouth Marshail county Fair Aug 31 to Sept 3 S N Stevens sec
Portland Jay courty A H & I Joint Stock Co Fair Sept 27 to Oct 1 James A Graves sec
Princeton Princeton Fair Sept 6 to 11 J W Johnson pres S V Straine sec
Riley Riley Agr society Sept 13 to 17 G H Butler press Wm Clark sec and treas
Rochester Fulton county Fair assn Sept 29 to Oct 2 Ed M2 reer sec
Rockport Spencer county Fair Assn Aug 24 to 28 B F Bridges press C M Partridge sec
Rushville Rush county Fair assn Aug 31 to Sept 3 H C Hobbs press A Lanning treas E W Menaugh sec T M London general supt
Shelbyville Shelby county Fair Sept 7 to 11
WF Wray press C E Amsden sec
Sheridan Hamilton county Fair Sept 7 to 11
John S Kircheval press W Cowgill sec
South Bend St Joseph county Fair Sept 27 to Oct 1 A W Byers sec
Swayzee Swayzee Tri-County Agl Society Aug
17 to 20 G W McManaman press E C King sec
Terre Haute 23d annual Aug 30 to Sept 3 W T
Beauchamp pres, W D Duncan sec
Valparaiso Porter county Fair Sept 14 to 17
E S Beach sec W C Leetherman speed ring

#### IOWA.

Hakes pres D M Rowland sec

Mechanicsville District Fair Aug 24 to 27 J J
Mershon see

Milton Milton District Fair Aug 31 to Sept 3
Geo W Bell pres H C Hill see

Monticello Jones county Fair Aug 24 to 27 E
E Hicks pres G B Bishop sec

Mount Air Ringgold county Fair Sept 7 to 10 J
W Scott pres Clyde Dunning sec

New Hampton Chickasaw county Fair Sept 1
to 3 G W Bigelow pres P Malcom sec

New Sharon New Sharon District Fair Sidney
Harper pres Chas Fregligh sec

Newton Jasper county Fair Sept 6 to 10 S G
Russell sec H D Parsons pres

National Clayton county Fair Sept 7 to 10 John
E Carlett pres F M Adams sec

Nevada Story county Fair Aug 24 to 26 Frank
H Greenawalt sec

Northwood Worth county Fair Sept 8 to 10
Nels The son pres Bert Hamilton sec

Odebolt Central West Iowa District Fair W J
Summerville pres W N Oursler sec

Ogden Boone county Fair Sept 21 to 24 S T
Steelsmith pres J H Eade sec

Orange City Sioux county Fair Sept 22 to 24
F J Lohr see

Osage Mitchell county Fair Sept 25 to 4
L Eaton pres W C Moss sec

Oskaloosa Mahaska county Fair Sept 5 to 9
Geo 3 Prine pres L T Shangle sec Adel Dallas county Fair Aug 30 to Sept 3 J W Russell pres M A Lochr sec Afton Union county Fair Sept 28 to Oct 1 O E Davis sec L M-Walker pres Algona Kossuth county Fair Sept 28 to Oct 1 J W Wadsworth pres E B Butler sec Allison Butler county Fair Sept 7 to 9 H C Brown pres L J Rogers sec Alta Buena Vista county Fair Aug 25 to 27 M Adams pres C E Cameron sec Anamosa Anamo. a district Fair Aug 17 to 20 E R Moore sec D B Segworth pres Arlington Fayette county Fair Aug 24 to 27 R N Hibbard sec Atlantic Cass county Fair Aug 30 to Sept 2 S W W Straight sec Audubon Audubon county Fair Sept 6 to 9 Robt Henderson pres C A Marlin sec Bedford Taylor county Fair Sept 1 to 3 W F Evans pres H L Pierce sec Belle Plain Big Four Fair Assn Aug 30 to Sep 2 W J Guinn pres J C Milner sec J M Moone advertising agent Bloomfeld Davis county Fair Aug 24 to 27 W T Slagle pres J C Blowhard sec Boone Boone district Pair Aug 3 to 5 John Keating pres John Birmingham sec

Briscol Adams Cass and Montgomery Fair Oct 4 to 7 T I Hall pres C C Calkins sec
Britt Hancock county Fair Sept 14 to 16 M B
Safp pres Thos A Way sec
Carroll Carroll county Fair and Driving Park
assn Aug 17 to 20 H A Junod sec A L Wright
pres
Cascade Cascade Driving Park and Fair Ground
assn Aug 30 to Sept 3 W A Fairburn pres
Chas L Kay treas J H Klinker sec
Central City Wapsie Valley Fair Aug 31 to Sep
3 I P Bowdish pres Fred McLeod treas E M
Sawyer sec
Chariton Luces county Fair Sept 28 to Oct 16

Sawyer sec
Chariton Lucas county Fair Sept 28 to Oct 1 G
J Stewart pres W M Householder sec
Charleto City Floyd county Fair Sept 14 to 17
H N Ervay pres C M Carr sec
Clarinda Page county Fair Aug 31 to Sept 3
Milt Knox pres W L Lundy sec
Columbus City Columbus Junction District Fair
Aug 24 to 27 W H Letts pres R S Johnston sec
Corydon Wayne county Fair Sept 6 to 10 J N
Davison pres H K Evans sec
Cresco Howard county Fair Sept 7 to 11 C D
Nichols pres J C Webster sec
Danbury Danbury District Fair Sept 2 to 4 1 B
Santee sec
Davenport Davenport Fair and Expo Sept 6 to
10 P W McManus sec
Decorah Winneshiek county Fair Aug 31 to
Sept 3 H S Coffeen sec
Denison Crawford county Fair Sept 1 to 4 S B
Greek pres C F Cassaday sec

Decorah Winneshiek county Fair Aug 31 to Sept 3 H S Coffeen sec
Denison Crawford county Fair Sept 1 to 4 S B
Greek pres C F Cassaday sec
Des Moines Ia Iowa State Agr Society Sep 9 to 18 W W Field pres Odebolt P L Fowler sec
Dewitt Clinton county Agr society Sept 14 to 17 Geo D Staggs pres C Christiansen sec L S
Harrington treas
Donnellson Lee county Fair Sept 14 to 17 E P
Armknecht sec John Hoffuer pres
Eldora Hardin county Fair Aug 31 to Sept 3 H
F Carter pres J W Peisen sec
Eldon Eldon Big Four District Fair Sept 7 to 10 W G Crow pres H R Baker sec
Emmetsburg Palo Alto county Fair Sept 1 to 3
Dr J C Davies pres Lewis Stuehmer sec
Fairfax Prairie Valley Fair Assn Aug 24 to 27
Henry M Shank pres E H Knickeroocher sec
Fairfield Jefferson county Fair Aug 31 to Sept 2 S K West pres L J Marcy sec
Fonda Big "4" District Fair assn Aug 31 to Sept 3 E Kay pres R Wright sec
Forest City Winnebago county Fair Sept 6 to 8
P F Koto pres H M Hanson sec
Greenfield Adair county Fair Sept 7 to 10 Ernest Funk pres W L Freeman sec
Grinnell Poweshiek Central Aug 17 to 19 Dr
E W Clark pres J R Van Evera sec
Grundy Centre Grundy county Fair Sept 7 to 9
Fred J Frost pres C W Reynolds sec
Guthrie Centre Guthrie county Fair Sept 7 to 9
Fred J Frost pres C W Reynolds sec
Harlan Shelby County Fair Sept 7 to 10
David Muir pres David Vought sec
Harlan Shelby County Fair Sept 6 to 9 J
Weinert pres W F Hutton sec
Holstein Holstein District Fair Sept 6 to 9 J
Weinert pres W F Hutton sec
Holstein Holstein District Fair Sept 6 to 9 J
Weinert pres W F Hutton sec
Holstein Holstein District Fair Sept 22 to 24
A A McKitrick pres A M Adams sec
Ida Grove Ida county Fair Sept 22 to 23
Hon D Nicill pres Andrew Preston sec
Indevendence Buchanan county Fair Sept 7 to
10 L J Dunlap pres A H Farwell sec
Indianola Warren county Fair J T Wallace
pres Carl Anderson sec
Indevendence Green county Fair D L Howaid
sec
Keosauqua Van Buren county Fair Aug 23 to 26
J C Schrader pres A.W Bradley sec
Jefferson Green county Agr Fair D L Howaid

Sec Keosauqua Van Buren county Fair Aug 25 to 27 Geo C Duffield pres W E Davis sec Knoxville Marion county Fair Aug 25 to 27 Walter Elliott pres T C Gibson sec Lenox Lenox District Fair Sept 28 to Oct 1 M F Brown pres M F McEniry sec Lineville Lineville District Fair assn Sept 21 to 24 W B Wasson pres T J Lovett sec Malcom Poweshiek Central Fair Aug 24 to 27 M H Meiger pres James Nowak sec Malvern Mills county Fair Sept 21 to 23 I M Malcom Poweshiek Central Fair Aug 24 to 27 M H Meiger pres James Nowak sec Malvern Mills county Fair Sept 21 to 23 J M Kline pres I J Swain sec Manchester Delaware county Fair Aug 31 to Sept 3 W D Hogan pres B E Miles sec Mapleton Maple Valley Fair assn Aug 30 to Sept 2 John Carhart pres J E Jerome sec Magnoketa Jackson county Fair Sept 7 to 10 Hou A Hurst pres Adam Ringlip sec Marcus Cherokee county Fair Sept 1 to 3 H M Ferrin pres H B Robeson sec Marengo Iowa county Fair Sept 20 to 24 Ellis Hakes pres D M Rowland sec Mechanicsville District Fair Aug 24 to 27 J J Mershon sec Milton Milton District Fair

Yarmouth
Barre Worcester county West Sept 30 and Oct 1
Matthew Walker sec Geo Mixter pres Hard-Matthew Walker sec Geo Mixter pres Hardwick
Blandford Union county Fair Sept 15 to 17 E
W Boise sec Geo Emmons pres
Boston Massachusetts Horticultural Fair Sept
30 and Oct 1 Robert Manning sec Francis H
Appleton pres Peabody
Bridgewater Plymouth county Pair Sept 15 to
17 Geo M Hooper sec 1 N Nutter pres
Brocton Broctor Fair Oct 6 to 9 Hon H W Robinson pres E M Thompson treas Tra Copeland sec
Charlemont Deerfield Valley Fair Sept 16 and Eaton pres W C Moss sec
Oskaloosa Mahaska county Fair Sept 6 to 9
Geo S Prine pres I, T Shangle sec
Ottumwa Wapello county Fair Aug 16 to 19
Ben S Benson sec
Oxford Oxford District Fair James Sherlock
pres F W Sies sec

Pella Lake Prairie District Fair Sept 28 to Oct
1 John DeCook pres Chas Porter sec
Perry Perry District Fair Sept 27 to 30 Allen
Breed pres J T Davis sec
Rhodes Eden District Agl Society Fair Sept 21
to 23 W A Nichols pres Thomas Watts sec
Salem Salem and Hillsboro District Fair Sept
7 to 10 Joel Jones pres Enoch Berry sec
Seymour Seymour District Agl Society Sept 13
to 17 J T Lowry pres R E Lowry sec
Shelby Shelby District Fair Sept 7 to 9 Roy
Linn pres H E Clapp sec
Sibley Osceola county Fair Sept 14 to 16 T S
Redmond sec
Strawberry Point Strawberry Point District
Fair Aug 24 to 27 J C Flenuiken pres H W
Scofield sec
Sutherland O'Brien county Fair Sept 1 to 3 W
S Hitchings pres L J Price sec
Tipton Tipton Fair assn Aug 31 to Sept 3 J E
Moffit pres J Sweinhart sec
Toledo Tama county Fair Sept 26 to Oct 1 W
G Malin pres A G Smith sec
Traer Traer District Fair Aug 31 to Sept 2 S
H West pres J B Deunis sec
Victor Victor District Fair Aug 31 to Sept 2 S
H West pres J B Deunis sec
Villisca Villisca Union Fair Sept 6 to 9 D W
Jackson pres F I Ingman sec
Vinton Benton county Fair Sept 7 to 10 J W
Hite pres L A Mitchell sec
Wapello Louisa co Agr Socy Sept 7 to 10 N
W McKay sec
Washington Washington county Fair Sept 7 to 10 J W
Hite pres L A Mitchell sec
Waukon Allamakee co Agr Society Sep 22 to 25
C M Beeman pres J E Baxter vice pres J E
Duffy treas W m S Hart see
West Branch Cedar county Fair Sept 6 to 9
Albert Whiteacre pres W H Shipman sec
West Liberty West Liberty Fair Sept 6 to 9
Albert Whiteacre pres W H Shipman sec
West Liberty West Liberty Fair Sept 6 to 9
Albert Whiteacre pres T C Legoe sec
What Cheer What Cheer District Fair assn
Sept 27 to 30 E R Hatcher pres T C Legoe sec
Winfield Eastern lowa District Fair Sept 28 to Oct 1
W A Forbes pres C A Lee sec
What Cheer Maison county Fair Sept 20 Oct 1
W A Forbes pres C A Lee sec

#### KANSAS.

Burlington Coffee county Fair Sept 13 to 17 W
J Armstrong pres M E Grimes treas J E
Woodford sec
Clay Centre Clay county Fair D H Myers pres
Walter Puckey sec
Iola Allen county Agr society A L Taylor pres
Lute L Northrup treas H L Henderson sec
Olathe Johnson county Fair Aug 24 to 27 W T
Pugh sec
Paola Miami county Agr society Sept 28 to Oct
I J F Bradbury pres P L Ware treas W J
Carpenter sec

#### KENTUCKY.

Alexandria Campbell county Agr Society Aug 24 to 28 F M White pres J J Wright see Ellendale Ellendale Fair Aug 2 to 7 W T Kapier pres Curdsville R T Smith sec Sorgho Lawrenceburg Lawrenceburg Fair Aug 17 to 20 J W Gaines see Paducah Paducan Fair and Expo assn Sept 7 to 10 Races (uly 5 and 6 James M Lang pres Alex Kirkland see Richmond Madison County Fair assn July 20 to 25 S A Deatherage sec Shelbyville Shelby County Agr and Mec assn Aug 24 to 27 T J Doolan pres Shannon Reid treas J M Logan sec Uniontown Union county Fair Oct 5 to 9 J.W Proctor pres W 1 Berry sec Williamsburg Whitley County Fair assn Sept 1 to 3 Walker Mason pres Nick Daniel sec

MAINE.

Gray Gray Park assn Aug 24 to 26 Wm P. Haskell pres J W Stevens sec Hartland East Somerset Agr society Sept 7 to 9 P W Thompson pres S H Goodwin sec

#### MARYLAND.

Frederick City The Frederick Fair Oct 19 to 22 Harry C Keefer sec

Harry C Keefer sec
Hagerstown Oct 12 to 15
Rockville Montgomery co Fair Aug 31 to Sep
2 John E Muncaster secy Norbeck
Timonium Maryland State Fair in conjunction
with Baltimore county Fair Sept 14 to 17 H C
Longnecker sec Towson Md
Upper Marlbore Marlboro Aug 17 to 20

# MASSACHUSETTS. Amesbury Amesbury and Salisbury Agr society Fair Sept 28 to 30 A H Fielden sec C.W Woods pres Newbury Amherst Hampshire county Fair Sept 28 and 29 Herbert Sabin sec Geo P Smith pres Sunderland Athol Worcester Northwest Fair Oct 5 and 6 J H Humphrey sec B W Spooner pres Barnstable Barnstable county fair Aug 31 to Sept 2 J M Hutchins sec John Simpkins pres Yarmouth Barre Worcester county West Sept 20 and Oct 1

land sec Charlemont Deerfield Valley Fair Sept 16 and 17 S W Hawkes sec C H Leavitt pres

Cummington Hillside Fair Sept 28 and 29 W G Atkins W Cummington sec 8 W Clark pres Fitchburg Worcester North Fair Sept 21 and 22 John H White sec Luuenburg J L Harring-ton pres Lunenburg Framingham Middlesex South Fair Sept 14 to 16 Geo C Blades sec S Framingham Geo L

Kearney Buffalo county Sept 14 to 17 E J Hub bell pres J E Showe sec
Madison Madison county Sept 28 to Oct 1 A McGehee pres A C Type Sec
Minden Kearney county Sept 7 to 10 I; M Copeland pres E B Trough Sec
Omaha Nebraska State Fair Sept 17 to 24
Milton Doolittle pres North Platte Robt W Furnas sec Brownville
Plattsmouth Cass county Agr society Sept 14 to 18 J H Becker pres C D Cummings sec
Salem Richardson county Sept 28 to Oct 1 V Arnold pres Verdon N N Allen sec
Tekemah Burt county Sept 8 to 10. E C Houston pres G W Green sec
Wahoo Saunders county Sept 21 to 24 N B 16 Geo C Blades sec S Framingham Geo L Whitney pres
Great Barrington Housatonic county Fair Sept
29 and 30 Frank H Briggs sec C A Benedict pres Egremon
Greenfield Franklin county Fair Sept 23 and
24 F N Thompson sec A A Smith pres Colrain
Hingham Hingham county Fair Sept 28 and 29
Wm H Thomas sec E L Ripley pres
Lancaster Worcester East Sept 16 and 17 W A
Kilbourn sec South Lancaster John E Thayer
pres

ton pres G W Green sec
Wahoo Saunders county Sept 21 to 24 N B
Bergrew pres L W Gilchrist sec
Wilber Saline county Fair Sept 14 to 16 Geo H
Ross pres E Ballard treas S D Davis sec
York York county Fair Sept 13 to 16 W N Redder pres Geo S Cook sec

#### NEW HAMPSH'RE.

Kilbourn sec South Lancaster John E Thayer pres
Lowell Middlesex North Sept 16 to 18 E T Rowell sec A C Vernum pres
Marshfield Marshfield county Fair Aug 25 to 27 Francis Collamore sec North Pembroke Walter Hall pres
Middlefield Highland county Fair Sept 8 and 9 John T Bryan sec Jonathan McElwain pres
Nantucket Nantucket Agr society Sept 1 and 2 J F Murphy sec Thos G Macy pres
North Attleborough Manufacturers Agr Fair Aug 31 and Sept 1 Wm H Pond sec W H Riley pres Rochester Rochester Fair Sept 21 to 24 Hon I W Springfield pres A S Parshley sec Tilton New Hampshire Grange Fair Sept 14 to 16 W H Stinson pres Dunbarton T O Taylor treas Sanbornton G H Wadleigh sec

#### NEW JERSEY.

Trenton Great inter-state Fair Sept 27 to Oct 1-Jno Guild Muirhead sec Waverly Park N J State Fair Sept 6 to 10 Wm R Thompkins pres P T Quinn sec

#### NEW YORK.

datavia Genesee county Agl Society Sept 20 to 23 Jos N Parker pres Elba C D Harris treas Elba A E Brown sec trookfield Brookfield Agl Society Sept 21 to 23

Brookfield Brookfield Agl Society Sept 21 to 23
W A Grant sec
Cambridge Cambridge Fair Aug 31 to Sept 3
John I. Pratt Jr sec
Delhi Delaware county Agl Society Aug 31 to
Sept 2 R P McIntosh sec
Dryden Dryden Fair Sept 21 to 23 S G Lupton
pres J B Wilson sec
Elmyra Chemung county Fair Aug 30 to Sept 3
Geo McCann sec
Fondu Montgomery county Agr society Sept 6
Jo 9 J D Snow pres Palatine Bridge Wm Wiles
treas Fultonville J B Martin sec
Mineola L I Queen's County Agl Society June
16 17 and Sept 21 25 Thos H Bacon Jericho I, I
sec

orangeburgh Rockland County A & H Society
Sept 21 to 24 C Irving Hopper pres Edward
Earl sec
Riverhead Suffolk county Agr society
Sept 25
to 30 Sylvester M Foster sec
Rochester Western New York Agr Society
Sept 13 to 17 J H Sherman pres E S Burr sec
Syracuse New York State Fair Aug 23 to 28
Tas B Docharty sec Ann Arbor Washtenaw County Fair assn Sept 28 to Oct 1 E E Leland pres R C McAllister Dowagiac Dowagiac Union Fair Sept 28 to Oct 1 Samuel Johnson sec
Hillsdale Annual Hillsdale Fair Sep 26 to Oct 1 C W Terwilliger sec
Ionia Ionia Dist Fair Assn Luther E Hall pres W L Peck treas Chas A Cornell sec Sept 13 to 1/
Syracuse New York State Fair Aug 23 to 25
Jas B Docharty sec
Syracuse State Agr Socy Aug 23 to 25
Benj F
Tracy pres W Judson Smith treas and genl
mgr Theodore H Coleman sec
Westport Essex county Agr Society Sept 14 to
16 W A Tucker pres C E Stevens sec
Watertown Jefferson co Agr Socy Sept 7 to 10
W R Skeels sec

оню.

Ada Tri-County Fair Aug 3t to Sept 3 A N

Hamline State Agr Socy Sep 6 to 11
Hutchinson McLeod county Agr Society Sept
15 to 17 H C Lyon pres J F Slover sec
St Paul State Fair Sept 6 to 11 Ed Weaver
pres Mankato A B Moffatt treas Mankato E
W Randall sec Hamline
Winona Winona Spring Fair May 26 and 27 Burlington The Alamance Fair Oct — SH Webb sec Webb sec
Fayetteville Fair Not fixed ; J J
Lawrence sec
Maxton Border Exposition Oct 30 and 31 W B
Hawkins sec
Raleigh State Fair Oct 18 to 23 John Nichols sec Bennehan Cameron pres
Rocky Mount Rocky Mount Fair Oct 27 to 29
W S Wilkinson sec Richard H Battle pres

#### MISSOURT.

MINNESOTA.

North Adams Hoosac Valley Fair Sept 22 and 23 Geo F Adams sec W B Plunkett prt s North Ampton Hampshire Franklin and Hamp-den Fairs Oct 6 and 7 S S Warner see, H C Comins pres Hadley Oxford Oxford Fair Sept 21 and 22 W H H

Oxford Oxford Fair Sept 21 and 22 W H H
Thurston sec J W Stockwell pres Satton
Palmer Eastern Hampden Fair Sept 21 and 22
F D Barton sec A D Norcross sec Monson
Peabody Essex Fair Sept 21 to 23 Francis H
Appleton sec Chas S Sargent pres Brookline
Pittsfield Berkshire Fair Sept 14 to 16 Chas H
Wright sec F A Palmer pres Stockbridge
South Weymouth Weymouth Fair Sept 23 to 25
H Wilbur Dyer sec B F Poole pres Rockland
Spencer Spencer Fair Sept 23 and 24 F B Watson sec F J Comius pres
Sturbridge Worcester South Fair Sept 16 and
17 E V Corey sec A B Chamberlain pres
Taunton Bristol co fair Sept 21 to 23 Gertrude
Williams sec W C Raylus pres
Uxbridge Blackstone Valley Fair Sept 28 and
29 Augustus Story sec Saml B Taft pres
West Titsbury Martha's Vineyard Fair Sept 21
L and 22 B F Hillman sec Edgartown H G Morton pres

ton pres Worcester Massachusetts State Grange Fair Aug 31 to Sept 3 John B Bowker sec W C Jewest pres

MICHIGAN.

Belton Belton Fair assn Aug 17 to 20
Hill sec
Cape Girardean Southeastern District Agr Socy
Oct 12 to 16 E H Engelmann sec
Carrollton Carroll County Fair assn Aug 24 to
P P Queen sec
Thomas D Kennedy sec Maitland Nodaway Valley Dist Fair assn Aug 12 to 20 Ed L Hart sec Rich Hill Rich Hill Fair assn Aug 17 to 20 S T Broaddus sec t Louis St Louis Fair assn Oct 4 to 9 Robert Aull sec Vashington Franklin County A & Massn Sept 8 to 11 Louis F Pues sec

#### NEBRASKA.

NEBRASKA.

Ainsworth Brown county Sept 30 to Oct 2 D D Carpenter pres C F Barnes sec
Auburn Nemaha county Sept 28 to Oct 1 Wm Watson pres C F Neal sec
Aurora Hamilton county Sept 14 to 17 T A Mc-Kay pres L W Shuman sec
Beaver City Furnas county Sept 28 to Oct 1 O W Clark pres 1 T Nickerson sec
Blair Washington county Agr society Sept 14 to 16 A C Jones pres C T Farnham sec
Broken Bow Custer county Sept 28 to Oct 1 L
H Jewett pres E R Purcell sec
Chadron Dawes county Agr society Sept 9 to 11
W W Wilson pres Wm Wilson treas B F Pitman sec Chas Mann general supt
Clay Centre Clay county Fair Sept 28 to Oct 1
B W Campbell pres W J Gardiner treas L F
Frvar sec B H Dunn general supt
Columbus Platte county Sept 20 to Oct 1 L, H
North pres Gus Beecher sec
David City Butler county Sept 21 to 24 R Sholes
pres E G Hall sec
Fairbury Jefferson county Sept 7 to 10 J Helvey vires W W Wetson sec David City Butler county Sept 21 to 24 R Sholes pres E G Hall sec
Fairbury Jefferson county Sept 7 to 10 J Helvey pres W W Watson sec,
Franklin Franklin county Sept 28 to 30 H M Warriner pres A Blacklidge sec
Fremont Dodge county Sept 28 to 30 W H Mead pres W H Haven sec
Grand Island Hall county Fair Sept 28 to Oct 1 D H Vantine sec
Hartington Cedar county Sept 15 to 17 A B Gable pres Z M Baird sec
Indianola Red Willow county Sept 14 to 17 W S Fitch pres McCook W A McCord sec

Chillicothe Rose county Fair Aug 3 to 6 Clark W Story pres Theo Spetnagle treas H W Woodrow sec

Woodrow sec
Circleville Pickaway Breeders' assu Summer
meeting July 20 to 23 W E Morris pres W S
Smith treas A J Grigsby sec
Columbus Ohio State Fair Aug 30 to Sept 3
J T Robinson pres Rockaway J C Bower treas
Columbus W W Miller sec Columbus
Coshocton Control of Coshocton Co

Boyd sec
Croton Hartford Central Fair Sept 7 to 10 Homer Green pres Johnstown J Coleman treas
L C Clark sec
East Liverpool Aug 31 to Sept 3 A W Steven-

son sec

Eaton Preble county Fair. Sept 27 to Oct 1 J
C Anderson pres Camden C F Brooke I r treas

C Anderson pres Cainden C F Brooke Jr treas
Henry H Farr sec
Elyria Lorain county Fair Sept 21 to 24 J L
Reed pres North Ridgeville JE Williard treas
W B Johnston sec
Findlay Hancock county Fair Sept 22 to 25
A Williamson pres Mt Cory J G Hull treas

J J Cole sec ostoria Northwestern Ohio Fair assn Races

mon pres C Germon treas Geo W Cunningham sec
Fremont Sandusky county Fair Sept 21 to 24
Wm J Smith pres A C Plagman treas Jas A
Smith sec
Georgetown Brown county Fair Oct 5 to 8 V
K Thompson pres Ben B Whiteman treas J
W He drick sec Russellville
Greenville Darke county Fair Aug 23 to 27 J
M Brown pres Delisle Ed Ammon treas Gordon F M Eidson sec
Hicksville Hicksville Fair Sept 7 to 10 J M
Ainsworth sec J E Coburn sec
Hillsboro Highland county Fair S P Scott
pres W H Haley treas H L Wiggins sec No
Fair in 1897
Jefferson Ashtabula county Fair Sept 21 to 24
W H Brown pres Geneva L M Cornwell treas
Chas C Babcock sec
Kenton Hardin county Fair Sept 7 to 10 W F
Hufford pres Ada A M Rice treas F H Rummel sec
Kinsman Kinsman Stock and Agr Co H J
Wa'd pres E H Bidwell treas H J Tobes sec
Lancaster Fairfield county Fair. Oct 13 to 16
T J Barr pres Amanda C B Whiley treas W
T McClenaghau sec
Lebanon Warren county Fair Sept 14 to 17

T J Barr pres Amanda C B Whiley treas W T McClenaghau sec
Lebanon Warren county Fair Sept 14 to 17
Huse Bone pres F M Cunningham treas
Geo W Carev sec
Lima Allen county Fair Sept 14 to 17 Henry
C Adgate pres E W Eusten treas Elida T B
Bowersock sec
London Madison county Fair Sept 7 to 10
Chas A Wilson pres Summerford M L, Rea
treas E B Pancake sec

Chas A Wilson pres Summerford M I, Rea treas E B Pancake sec
Mansfield Richland county Fair Sept 7 to 10
W H Gifford sec
Marietta Washington county Fair Sept 14 to 17
F G Best pres J H McConnell treas J C Brenan sec
Marion Marion county Fair Sept 28 to Oct 1
Albert Oborn pres S N Titus treas J E Waddell sec
Marysville Union county Fair Sept 28 to Oct 1
John K Dodge pres New California C S Chapman treas E W Porter sec
McConnellsville Morgan county Fair Sept 1

man treas E W Porter sec

McConnellsville Morgan county Fair Sept 1
to 3 John G Walker pres J W McEllhiny
treas M E Danford sec

Mcchanicsburg No Fair in 1897 F S Barr sec

Medina Medina county Fair Sept 7 to 9 E S

Bissell pres Leñoy A T Spitzer treas Hiram

Bissell pres LeRoy A T Spitzer treas Hiram Goodwin see
Millersburg Holmes county Fair Sept 28 to
Oct 1 A W Logsdon pres W G Rudy treas G F Gilbert see
Montpelier Montpelier Fair Sept 21 to 24 J C
Holloway pres A P Rothenberger treas C C
Lattanner see
Mt Gilead Morrow county Fair Oct 5 to 8 C
D Russell pres J G Russell treas G J Miller see
Mt Sterling O Mt Sterling Fair Co W R Richards pres, T J Burgett see
Napoleon Napoleon Fair Aug 31 to Sept 3 H
C Graschner pres R B Heller treas J L Halter see Rice sec
Akron Summit county Fair Oct 5 to 8 LS
Elbright pres Geo W Brewster treas Albert
Hale sec Mogadore
Ashland Ashland Fair Aug 31 to Sept 3 R J
Simonton pres J Cohn treas A W Fritzinger

Ashland Ashland Fair Aug 31 to Sept 3 R J Simonton pres J Cohn treas A W Fritzinger sec
Athens Athens county Fair Aug 24 to 26 N W Baker pres Winheld S Scott treas D M Burchfield sec
Bellefontaine Logan county Fair Sept 28 to Oct 1 L H Pool pres DeGraff Chas R Rogers treas DeGraff Banner M Johnson sec
Berea West Cuyahoga Fair Sept 14 to 16 Wm Biddulph pres Dover W J Poots treas Strongsville C H Busby sec
Boston (Owensville P O) Clermont county Fair Sept 6 to 10 Bennett Behymer pres Locust Corner J O Rapp treas Owensville John Rowan sec Blowville
Bowling Green Wood county Fair Frank Powell pres Perrysburg E B Beverstock sec Tontogany J O Avery sec Weston
Bucyrus Crawford county Fair Sept 21 to 24 E B Monnett pres M J Monnett treas B Beal sec
Burton Geauga county Fair Sept 14 to 17 Chas Hall pres East Claridon H C Tuttle treas P W Parmalee sec
Cadiz Harrison county Fair Sept 29 to Oct 1 A D McGuire pres Sam'l Hamilton treas J C Glover sec C Graschner pres R B Heller treas J L Halter sec
Newark Licking county Fair Aug 24 to 27 B
N Sigler pres Homer A J Crilly treas Ad C
Seymour sec.
New Bremen New Bremen Tri-County Fair
Aug 31 to Sept 3 Fred Wiemeyer sec
New Comerstown Central Ohio Dist Fair Oct
5 to 8 Henry Hess pres Albert Wolfe treas
Thos P Leland sec
New Lexington Perry county Fair Sept 14 to
17 T J Tracey pres Patrick Coyle treas C has
C Chappelear sec
New London New London Fair assn Running
meeting June to aud 11 Trotting meeting Aug
12 and 13 C C Post pres O G Carter Jr sec
Orrville Central Ohio Fair Co Sept 14 to 17 R
F Christy pres E P Williams treas Proctor E
Leas sec
Ottawa Putnam county Fair Oct 5 to 9 A L

Leas sec
Ottawa Putnam county Fair Oct 5 to 9 A L
Paul pres C H Rice treas A P Sandles sec
Paulding Paulding county Fair Sept 14 to 17
J S Slager pres W B Jackson treas George P
Hardy sec
Port Clinton Ottawa county Fair Aug 25 to 27
G W Sloan pres F W Camper treas J J
Ineichen sec

Ineicheu sec
Proctorville - Lawrence county Fail Sept 8.to 10
J P Eaton pres LaBelle J W Rucker treas W
W Reckard sec
Ravenna Portrge county Fair Sept 21 to 24 C
R Doolittle pres Streetsboro C H Laubert treas
Lafavatte Swith sec

A D McGuire pres Sam'l Hamilton treas J C Glover sec
Canal Dover Tuscarawas county Fair Sept 21
to 24 H W Streb sec
Canfield Mahoning county Fair Sept 28 to 30
S D L Jackson pres Youngstown S A Fogg
treas J H Ruhlman sec Youngstown
Canton Stark county Fair Sept 28 to Oct 1 C
M Welty pres North Industry H A Wise treas
J H Lehman sec
Carrollton Carroll county Fair Sept 28 to Oct 1
Jas A Lee pres Harlem Springs Thos J Saltsman treas C A Tope sec
Carthage Hamilton county Fair Aug 17 to 20
Chas G Mitchell pres Wyoming Wm'H Blair
treas Madisonville D L Sampon sec Silverton fayette Smith see
wood Richwood Tri-County Fair Oct 12 to
L H Bechtol pres York Robt Smith treas

Celina Mercer county Fair Aug 17 to 20 S H
Weaver pres Early J M Winter treas C W
Halfhill sec Mercer
Chagrin Falls Cuyahoga county Fair Sept 7 to
10 L R Dunham pres Newburg Wm Rodgers
treas Geo B Huggett sec

Rock Springs Meigs county Fair Sept 14 to 17
P B Stanberry pres Pomeroy John McQuigg
treas Pomeroy H C Fish sec Pomeroy
Salem Salem Fair and Expo Co Sep 7 to 9
Sandusky Eric county Fair Sept 21 to 24 C
W Taylor pres Geo R Prout treas John T
Mack sec

Mack sec
Sidney Shelby county Fair Sept 21 to 24 H
Gutarie pres E F Duncan treas J R Russell

Gutnrie pres E F Duncan treas J K Russell sec
Smithfield Jefferson county Fair Sept 22 to 24
1 S Vale pres Chas McKinney treas J O Hayne sec
Smyrna Stillwater-Union Industrial assn Sept
14 to 16 D R Bethel pres L W Fisher sec
Springfield Clark county Fair Aug 24 to 27 E
W Kanders pres Lawrenceville J H Gurlough treas Pitchin Wm Jenkins sec Seth
St Clairsville Belmout county Fair Sept 1 to 3
A C Darrah pres E G Amos treas T C Ayres
sec

sec Toledo Tri-State Fair Aug 24 to 27 TB Tucker

Troy Miami county Fair Sept 27 to Oct 1 T S Scott pres Joen A McCurdy treas W I Tenney sec
Upper Sandusky Wyandot county Fair Sept 7 to 10 S B Gillett pres Carey Henry Kear treas Oscar Billhardt sec
Urbana Champaign county Fair Aug 17 to 20 C H Ganson pres H P Wilson treas J W Crowl sec

C H Ganson pres II I WIISON II CAS J W
Crowl see:
Van Wert Van Wert county Fair Sept 7 to 10
J S Stuckey pres E B Gilliland treas O D
Swartout see:
Wapakoneta Auglaize county Fair Sept 28 to
Oct 1 J T Van Horn pres New Hampshire
Frank Rigdon treas Uniopolis M J Crawford sec Warren Trumble county Fair Aug 31 to Sept 3 S F Bartlett pres O D Morgan treas James L

Warren Trumble county Fair Aug 31 to Sept 3
S F Bartlett pres: O D Morgan treas James L.
Kennedy see
Washington Guernsey county Fair Sept 28 to
Oct 1 A S Clark pres Cambridge R S Frame
treas V D Craig see
Washington C H Fayette county Fair Aug 10
to 13 B H Millikin pres H D Fursell treas N
B Hall see
Wasseon Fulton county Fair Sept 21 to 24 L
G Ely pres Fayette G W Howard treas Winameg Thos Mikesell see
Westerville Central Ohio Tri-County Fair Aug
16 to 20 G W Meeker pres L R Seeley treas
Columbus Bnrr Linnabarry see
West Union Adams county Fair Sept 7 to 10
W K. Coleman pres Henry Scott treas. T W
Ellison see
Woodsfield Monroe county Fair Aug 31 to
Sept 2 W C Mooney pres and treas George P
Dorr see
Wooster Wayne county Fair Aug 24 to 27 E
G Ebright pres Shreve W A Wilson treas I
N Kinney see
Young Greene county Fair Aug 17 to 20 J W
Pollock pres Cedarville P L Magruder treas
R R Grieve see
Youngstown Youngstown Fair Sep 7 to 10
Zanesville Muskingum county Fair Sep 7 to 10
Zanesville Muskingum county Fair Sep 7 to 10

K. K. Grieve sec
Youngstown Youngstown Fair Sep 7 to 10
Zanesville Muskingum county Fair Sep 7
10 S A Baldwin pres J E Tanner trees
Mercer-sec

#### OREGON

Salem State Fair Sept 30 to Oct 8 D H Looney
pres Jefferson A Bush treas G D Gabrielson

#### PENNSYLVANIA.

llentown The Allentown Fair Sept 20 to 24
Jeremiah Roth pres A W DeLong treas W K
Mohr sec Jeremiah Roth pres AW DeLong treas W K.

Mohr see
Beaver June 22 to 24 and Sept 14 to 17 John T
Taylor pres J S Martin treas D S Darragh see
Rethlehem Sept 14 to 17 J Walter Lovett pres
Geo H Young treas H A Groman see
Bloomsburg Columbia county Agr society Oct
13 to 16 R W Smith pres J C Brown treas. A
N Yost see
Burgettstown Union Agr Society Oct 5 and 6
Cambridge Springs Cambridge Fair Sept 21 to
24 Clark D Eckels pres H W Canfield treas
Albert S Faber see
Carmitheels Sept 29 and 30 L W Gwynn see
Carrolltown Cambria county Agr assn Sept 21
to 24 H J Krumnecker pres A Eckenrode treas
J V Mancher see
Centre Hall Encampment and Exhibition of the
Patrons of Husbandry Sept 13 to 18 Leonard
Rhone chairman
Cochranton Cochranton Agr society Sept 15 to
17 Geo W Siocum pres John H Adams see
Conneautville Crawlord county Fair Sept 7 to
10 M W Oliver pres J E Rupert treas F L
Lord see
Dayton Dayton Agr and Mechanical Assn Sep

17 Geo w Siocum pres John H Adams sec Conneautville Crawford county Fair Sept 7 to 10 M W Oliver pres J E Rupert treas F I. Lord sec Dayton Dayton Agr and Mechanical Assn Sep 28 to Oct 1 W C Marshall sec Edinboro Edinboro Agr Fair Sept 14 to 17 E E Price pres A A Torry treas H L Cooper sec Greensburg Westmoreland Agr assn Jos Jamison pres W F Hoitzer sec Greensburg Westmoreland Agr assn Jos Jamison pres W F Hoitzer sec Greenville Greenville Agr Society Sep 14 to 16 Till Reiss sec Hanower Sept 7 to 10 R M Wirt pres M O Smith sec Harford Harford Agr society Sept 29 and 30 G R Ressague pres E M Watson treas E E Jones sec Hookstown Mill Creek Valley Agr Society Aug 24 to 26 H W Nelson pres R M Swaney sec Indiana Indiana county Agr society Sept 14 to 17 M F Jamison pres G W Gilbert treas G J Tait sec Johnstown Penna State Fair Sept 6 to 11 Summer meeting July 1 to 3 F J O'Connor pres Geo H Brown treas H G Barclay sed Kittanning Kittanning Fair Assn Aug 24 to 27 G R Brown pres Thos McConnell sec Kutztown Keystone Agr society Sept 28 to Oct 1 J R Hefiner pres Monterey J B Esser sec Lehighton Carbon County Ind Society Sept 28 to Oct 1 Henry Miller pres C W Bower sec Litiz Warwick Driving Park Assn Sep 1 to 5 Ross pres W D Husted treas J A Elliott sec Mercer Mercer Central Agr assn Sept 28 to 30 John T Crill pres Jas B Grubb treas John P Orr sec

# SOME OF THE POSTERS THAT HOKE BUILT



Talk about the House that Jack Built-here are a few of the Posters that Hoke Built.

Here are a few of the Posters that \$am W. Hoke Designed.

Here are a few of the Posters that \$am W. Hoke Printed or Lithographed.

Here are a few of the Posters that \$am W. Hoke Posted and is posting to-day.

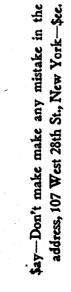
Here are a few Posters that reach from the Atlantic to the Pacific, from Canada to the Gulf.

With only two exceptions, all the posters shown on these two hundred feet of billboards were designed, engraved, lithographed, or printed, and placed on the billboards throughout the Union by \$am W. Hoke. And there is NO exaggeration here. All but two bear \$am W.'s imprint.

Sam W. Hoke

Long-Distance Bill Poster,

107 West 28th St., New York.





You go to Sam W. Hoke when you want to do bill posting. He's the man that does the business, and does it right. He's the man that gets the bill poster's best boards for his clients. He's the man that guarantees to his clients the best service to be had. He's the man that guarantees to the bill poster prompt pay when the work is done.

And that matter of prompt pay—that is why he is able to get such good service for the advertiser—at least that's one of the whys.

Sam W. Hoke

Long-Distance Bill Poster,

107 West 28th St., New York.

Telephone Connection

Telephone Connection

ontrose Susquehanna county Agr society R S Searle pres R B Sittle treas W A Titsworth sec
Mt.Gretna; Mt Gretna A M & I Exposition Aug
16 to 20 J H Redsecker pres Lebanon S P
Heilman M D sec Heilman Dale

16 to 20 J H Redsecker pres Lebanon S P
Heilman M D sec Heilman Dale
Nazareth Northampton county Agr society Oct
5 to 8 Frank T Gernet pres John R Remheimer treas John J Maus sec
New Castle New Castle Fair Sept 1 to 4 Saml
E McCreary pres H W Grigsby sec
Newport Perry county Agr Society Sep 21 to 24
F A Fry sec
Orwigsburg Orwigsbnrg Agricultural and Horticultural Society Aug 31 to Sept 3 John T
Shoener pres Hiester S Albright treas Andrew
C Eisenhuth sec
Parkers Landing Sept 14 to 17 Elias Ritts pres
Isaac Miller sec
Pittston Luzerne county Agr society Sept 21 to
24 A O Farnham pres J R Ehret sec
Reading Pa Berks Co Agri'l So Sept 7-10 James
McGowan pres, Cyrus T Fox sec
South Burgettstown Union Agr Assn Oct 5 to 7
Hugh Lee pres Wm Melvin secy
Stroudsburg Monroe county Agr society Sept 7
to 11 J H Shull pres W S Dutot treas T C
Brown Sec
Stoneboro Mercer county Agr society Geo H

Brown sec
Stoneboro Mercer county Agr society Geo H
Fowler sec A S Reed pres Grove City
Titusville O C V Agr assn No Fair in 1897 C M
Hayes sec
Tunkhannock Wyoning county Agr society
Sept 15 to 17 S R Burgess pres W N Reynolds

Warren Warren county Fair Sept 14 to 17 .W

Washington Western Pa Agr assn Sept 5 to 17 Wm A Gabby pres James S Forsythe treas Julius LeMoyne sec Waynesburg Fair Assn JT Rogers pres T S Crags see
Westfield Cowanesque Valley Agr society Sept
14 to 17 Dr James Masten pres CC Williams

York York county Agr society Oct 4 to 8 John H Wogan pres McWolf Pa Edw Chapin sec RHODE ISLAND.

Narragansett Park Rhode Island State Fair Sept 6 to 10 Fred E Perkins pres Earl H Potter treas Walter W Dexter see R A Har-rington suptramisements Kingston Washington county Fair River Point Kent county Agr society

Woonsocket Woonsocket Agr Hort and Ind so-ciety Aug 24 to 25 John W Ellis pres John R Boyden see and treas

#### SOUTH DAKOTA.

Sturgis The Black Hills Expo Co Sept 23 to 26 Solin Scolland pres Harry Bunting treas A M Anderson sec TENNESSEE

Brownsville Haywood County Amusement Club July 5 W R Holbrook Dyersburg Dyers county Fair July 4 Oct 6 to 9 T C Gordon pres A R Woollen treas J H Du Rose See TEXAS. Dallas State Fair and Expo Oct 16 to 31 L M Knepfly pres Sydney Smith sec and mgr JB Adone treas. New Braunfels Comal county Fair assu Oct H Landa pres F Simon sec

VERMONT. Brandon Brandon Fair Oct 5 and 6 HRC
Watson pres E F Howod see
Rutland Rutland county Fair Sept 14 to 16 Geo
T Choffee pres Fred A Field sec and treas
Waterbury Winooski Valley Agrassn Sept 7 to
10 G E Moody pres Geo W Atkinstreas E G Hooker sec VIRGINIA.

Leesburg Leesburg Fair Aug 25 and 26 Geo W Holmes pres M S Purcell treas H C Sellman sec launton Not fixed G A Mowry pres Heber Ker sec and treas

#### WEST VIRGINIA

Clarksburg Clarksburg Fair Sept 7 to 9 C L Hickman pres M M Thompson see. Pennsboro Ritchie county Agrassn Sept 14 to 17 L P Wilson pres Dr G P Sigler treas Will A Strickler sec Wheeling State Fair Sept 6 to 10 A Reymann pres Geo Hook sec and treas

#### WISCONSIN.

Amherst Portage county Agr society Sept 14 to 16 JF Webster see
Antigo Langlade county Agr Soc Sept 2 to 4
John McGreer see
Appleton Fox River Fair and Driving Assn
Aug 30 Sep 3. M F Barteau
Arcadia Arcadia Agr & D P Assn Aug 24 to 27 F C Richmond sec shland Ashland county Agr Soc Sept 14 to 17 Ashland Ashland county Agr Soc Sept 14 to 17
R F Spencer sec
Augusta Fau Claire county Fair Sept 7 to 10 A
G Cox sec
Baraboo Sauk county Fair Sept 28 to Oct 1
S Hall sec
Beaver Dam Dodge county fair Sep 28 to Oct 1
C W Harvey sec
Bloomington Blake's Pyairie Agr society Sept 10
to 11 John Carey pres H C Enke treas W H
Glasier sec
Boscopel Boscobel Agr and D Assn Sept 1 to 3
F C Muffley sec
Cedarsburg Ozaukee County Agl Society Sept 28 to Oct 1 W H Rintelman pres D E McManne Lennox Agr Fair Sept 9 to 18 Thos A
Browne sec London Ont
Browne sec L Cedarsburg Ozaukee County Agl Society Sept 28 to Oct 1 W H Rintelman pres DE Mc-Ginley sec

Chippewa Falls Chippewa county Agr Society
Aug 31 to Sept 3 Jesse R Sharp see
Cumberland Cumberland Agr & D P Assn Sep
14 to 17 H 9 Cumstock see
Darlington Latayette County Agl Society Aug
24 to 27 Geo F West see
Dodgeville Jowa County Agl Society Aug 24 to

24 to 27 Geo F West sec
Dodgeville Jowa County Agl Society Aug 24 to
27 J B Hoskins pres G W Mundy sec.
Duluth Sept 22 to 25
Durand Pepin Co Agr society Fair and races
Sept 29 to Oct I J J Morgan sec
Elkhorn Walworth county Agr Soc Sept 28 to
Oct I Geo L Harrington sec
Ellsworth Pierce county Fair Sept 22 to 24 E
S Doolittle sec
Fennium Person Section 1 Sept 22 to 24 E
S Pennium Person Section 1 Sept 22 to 24 E
S Pennium Person Section 1 Sept 22 to 24 E
S Pennium Person Section 1 Sept 22 to 24 E
S Pennium Person Section 1 Sept 22 to 24 E
S Pennium Person Section 1 Sept 22 to 24 E
S Pennium Person Section 1 Sept 22 to 24 E
S Pennium Person Section 1 Sept 22 to 24 E
S Pennium Person Section 1 Sept 22 to 24 E
S Pennium Person Section 1 Sept 22 to 24 E
S Pennium Person Section 1 Sept 22 to 24 E
S Pennium Person Section 1 Sept 22 to 24 E
S Pennium Person Section 1 Sept 22 to 24 E
S Pennium Person Section 1 Sept 22 to 24 E
S Pennium Person Section 1 Section

S Doolittle sec

senimore Fennimore Fair & D P Assn Aug
25 to 27 John Rogers sec race meeting July 5-6
ond du Lac Kite Park Fair Assn Sept 7 to 11
H D Harkle sec

aleswille Trempeleau county Agr society Aug
17 to 20 F G Davis sec
Iortonville Agr Society H O Diestler sec
Indson St Croix county Agr Soc Sept 15 to 17
Frank Magnire sec

Hortonville
Hudson St Croix county Agi
Frank Magnire sec
Ironwood Sept o to 11
Lancaster 42d Annual Fair Grant co agi Socy
Sep 15 to 17 D Abrams pres T A Burr sec
Manitowoc Industrial and Agr assn Sept 7 to
10 Dr E R Flack sec
Mauston Juneau county Agr Soc Aug 31 to Sep
2 I C Baldwin sec
Menominee Dunn county fair Sep 20 to 24 G
Collaway sec

Menominee Dunn county fair Sep 20 to 24 G
Gallaway sec
Milwaukee Wisconsin State Fair Sep 20 to 25
T J Fleming sec Madison
Mineral Point Southwestern Wisconsin Fair
Field Day July 5 Fair Aug 17 to 20 Geo G
Cox pres W H Bennett see
Monroe Green county Agr Soc Sept 1 to 4
Frank Smock sec
Phillips Price county Agr Soc Sept 5 to 1 Fred
W Ruff sec

Phillips Price county Agr Soc Sept 9 to 11 Freu W Ruff Sec
Portage Columbia county agr society Sep 14 to 17 Kennedy Scott sec Rio
Rhinelander Oneida county Agr Soc Sept 6 to 8 F E Parker sec
Richland Center Richland county Agr Soc Sep 21 to 24 J G Bunell sec
Seneca Crawford county Agr Soc Sept 21 to 23 Fergus Mills sec
Seymour Fair and Driving Park assn Sept 6 to 8 A J Van Buren sec
Sparta Monroe county Agr Soc Aug 24 to 27 Reeve sec

Sparta Monroe county Agr Soc Aug 24 to 27
Reeve sec
Superior Sept 28 to 30
Tomah Eastern Monroe county Agr Soc Sep 7
to 9 M I, Hinerman sec
Viroqua Vernon county Agr Soc Sept 14 to 17
F W Alexander sec
Wantoma Waushara county Fair Sept 28 to 30
Gilbert Tennant pres J W Jeffers treas W H
Berray sec

Vansau Harathon county Agr Soc Aug 30 to Sept 1 L K Wright sec ankesha World

Watsat Haddon County Agr Soc Aug 30 to Sept 1 LK Wright sec Waukesha Waukesha county Agr Soc Aug 24 to 27 Frank W Harland sec West Salem La Crosse county Agr Soc Sept 21 to 23 F HA Nye sec West Bend Washington county Agr Soc Sep 27 to 29 Joseph Ott sec West Superior Douglas county Agr Soc Sep 28 to 30 Fred M Williams sec. Weyauwega Waupaca county Agr assn Sept 21 to 24 W W Crane pres A L Hutchinson sec Whitehall Trempelean county Agr Ind and Driving Park assn Sept 25 to 30 H H Scott sec

#### CANADA.

te North Lauark Sept 28 to 30 W P Mc-Almonte North Lauark Sept 28 to 30 W P Mc-Ewen sec Almonte Beachburg North Renfrew Fair Sept 30 and Oct 1 John Brown sec Beachburg Selleville Ont Bay of Quinte District Fair Sept 14 to 17 J M Hurley sec Bellevi le Ont Bownanville West Durham and Darlington Agr society Sept 16 and 17 R Windatt sec Bow-manville

Bowmanville West Durham and Darlington Agr
society Sept 16 and 17 R Windatt see Bow
manville
Brampton County of Peel Agr society Sept 28
and 29 Henry Roberts see Brampton
Brantford Southern Fair Sept 21 to 24 George
Hatteley see Brantford
Cayuga Haldimand county Fair Sept 28 and 29
J W Sheppard see Cayuga
Chatham Peninsular Fair Sept 21 to 24 A E
Ham see Chatham
Collingwood Great Northern Sept 21 to 24 J W
Archer see Collingwood
Drumbo Blenheim Agr society Sept 28 and 29
Tom S Telfer see Drumbo
Durham South Grey Sept 28 and 29 Arch McKenzie see Durham
Fergus Centre Wellington Sept 23 and 24 J J
Craig see Fergus
Flesherton East Grey Agr society Sept 16 and
17 R J Sprulesee Flesherton
Goderich Ont Great Northwestern Exhibition
Sept 21 to 23 Jas Mitchell see
Guelph Central Exhibition Sept 28 to 30 Wm
Laidlaw see Guelph
Halifax N S Nova Scotia Provincial Fair Sept
28 to Qet J James W Power see
Lachnte Que County of Argentenil Exhibition
Sept 28 and 29 G J Walker see Lachute Que
Lindsay Central Fair Sept 23 to 25 Jas Keith
see Lindsay
London Ont Western Fair Sept 9 to 18 Thos A
Browne see London Ont
Markham Ont E R of York and Markham Agr

Chairsourg Ozaukee County Agl Society Sept 28 to Oct I W H Rintelman pres D E McGinley sec Otterville South Norwich Oct I and 2 Alex Ginley sec Chetek Barron county Agr Soc Sept 7 to 9 Oxen Sould North Grey Agr society Sept 14 to 16 A G Mackay sec Owen Sound Ont Paris North Brant Oct 5 and 6 H C O'Neail sec Paris

Perth South Lanark Fair Sept 15th to 17 J G
Campbell see Perth.

Petersborough Central Exhibition Sept 21 to 23
W J Green see Petersborough
Prescott Prescott Fair Sept 21 to 24 T R Melville see Prescott
Renfrew South Renfrew Sept 16 and 17 Robt
McLaren see Renfrew

Renfrew South Renfrew Sept 10 and 17 Rook McLaren sec Renfrew Richmond Ont County Carleton Agr society Sept 13 to 15 Wm McElroy sec Richmond Ont Rockton World's Fair Oct 12 and 15 David Bell

Rockton World's Fair Oct 12 and 15
see Rockton
Rock Island Que Stanstead Fair Aug 18 and 19
E P Ball see Rock Island Que
Sault Ste Marie East Algoma Oct 5 to 7 Wm
Brown see Sault Ste Marie
Sherbrooke Que Great Pastern Exhibition
Aug 30 to Sept 4 H R Fraser see Sherbrooke

Que
mcoe Norfolk Union Fair Oct 12 to 14 J Thos
Murphy sec Simcoe
ayner North Simcoe Oct 5 to 7 Arch Hill sec Murphy sec Simcoe
Stayner North Simcoe Oct 5 to 7 Arch Hill sec
Stayner North Simcoe Oct 5 to 7 Arch Hill sec
Stayner North Simcoe Oct 5 to 7 Arch Hill sec
Stayner Stratford North Perth Agr society Sept 23 and
24 John Brown sec Stratford
St Johns N B Exhibition Assn Sept 14 to 24
Chas A Everett sec St Johns N B
Three Rivers Que St Lawrence Valley Sept 2
to 11 J A Frigon sec Three Rivers Que
Tilsonburg South Oxford Union Sept 25 and 29
Alex McFarlane sec Otterville
Toronto Ont Victorian-Era Expo and Ind Fair
Aug 30 to Sept 11 H J Hill sec Toronto Out
Van Kleek Hill County of Prescott Agr society
Sept 14 to 16 Fred W Thistlewaite sec Van
Kleek Hill
Wallacetown West Elgin Fair Sept 30 and Oct 1

Sept 14 to 16 Fred W Thistlewaite sec Van Kleek Hill
Wallacetown West Elgin Fair Sept 30 and Oct 1
Alex McCallum sec Wallacetown
Walkerton Ont Northern Exhibition Sept 15
and 16 W S Gould sec Walkerton Ont
Wellesley Wellesley and North East Hope Sept
14 and 15 Geo Bellinger sec Welleslev Ont
Whitby Ontario and Durham Sept 27 to 29 Jos
White sec Whitby
Winnipeg Man Winnipeg Exhibition July 19
to Aug 24 F W Heubach sec Winnipeg Man
Woodbridge Woodbridge Fair Oct 19 and 20
Thos F Wallace sec Woodbridge
Woodstock North Riding of Oxford Sept 22 and
23 R E Sawtelle sec Woodstock
Yarkham East Riding of York Agr society
Sept 6 to 8 W H Hall sec Yarkham

Horse Shows.

Newport R I Newport Horse Show Assn Aug 23 to 28 Kansas City Mo Third Annual Horse Show Sep 7 to 13 Fairmount Park A E Ashbrook sec 620 Wyandotte st

### Expositions.

New York N Y Inter Art Expositions of U S at Lenex Lyceum April 7 to May 4

Nashville, Tenn. 1897. May 1 to Oct. 31.

Winnepeg Man Winnepeg Industrial Exhibi-tion July 16 to 24 F W Henbach mgr
Omaha, Neb. Trans-Mississippi and Interna-tional Exposition, June 1-Nov. 30, 1898

#### Races.

Latonia Jockey Club Ky May 24 to June 26 Colorado Springs Col May 31 to June 3 Gravesend L I Brooklyn Jockey Club Spring meeting May 31 to June 19 Fall meeting Sept

Waterbury Conn June 1 to 4
Meadville Pa June 1 to 4
Piqua Ohio June 1 to 4
Readville Mass June 1 to 4
Readville Mass June 2 to 4
Hamilton Ont June 2 to 4 Hamilton Ont June 2 to 4
Hamilton Ont June 3 to 4
New Hamburg Ont June 3 to 4
Little Pa June 7
Denver Col June 5 to 12
Montreal Ont June 8 to 10 Montreal Ont June 8 to 10
Carnegie Pa June 8 to 11
Sidney Ohio June 8 to 11
Medford Mass (Com Park) June 8 to 11
Medford Mass (Low Park) June 8 to 11
Morden Man June 9 to 10
New York June 8 to 11
Stratford Ont June 8 to 10
Portland Me Rigby June 8 to 11
Alientown Pa June 15 to 16
Sanborn Ia June 15 to 16
Sanborn Ia June 15 to 16
Sanborn Ia June 15 to 18
Urichsville O June 15 to 17
Medford Mass June 15 to 18
Port Huron Mich June 15 to 18
Mineola N V June 16 to 17

McKee's Rocks Pa June 17 to 20
Dayton O June 21 to 25
Napoleon O June 21 to 25
St Joseph Mo June 22 to 25
St Joseph Mo June 22 to 25
Newburg O June 22 to 24
Aylmer Ont June 22 to 24
Sheepshead Bay I. I Coney Island Jockey Club
summer meeting June 22 to July 10 Autumn
meeting Aug 24 to Sept 11
Warren Pa June 22 to 25
Saugus Mass June 22 to 25
Wilkesbarre Pa June 23 to 25
Woodstock Ill June 25 to 26
Park River N D June 25 to 26 Woodstock III June 25 to 26
Park River N D June 25 to 26
Anaconda Mont June 26 to July 2
St Thomas Ont June 29 to July 2
St Thomas Ont June 29 to July 2
Readville Mass June 29 to July 2
Readville Mass June 29 to July 3
Fostoria Ohio June 29 to July 3
Holton Kan June 30 to July 3
Elwood Ind July 1 to 3
Grimsby Ont July 1
St Thomas N D July 2 to 3
Fort Krie Cauada Fort Krie Jockey Club June 20 to July 2 and 5

Detroit Mich Highland Park June 30 to July 3
Warren O Oak Grove DC June 30 to July 3
Battle Creek Mich June 30 to July 3
Omaha Neb June 30 to July 3
Anaconda Mont June 20 to July 24
Sumner Io July 2 to 3
Nashua Ia July 2 to 3
Rik Point S D July 2 to 11
Toronto Kas July 3 to 5
Lititz Pa July 5
Foud du Lac Wis July 2 to 5
Des Moikes Ia July 3 to 9
Youngstown O July 5 to 7
St Marys Pa July 4 to 7
Hartford Conn July 5
Minto N D July 5 to 6
Fennimore Wis July 5 to 6
Erie Pa July 5 to 8 Eric Pa July 5 to 8 Eric Pa July 5 to 8
Peoria III July 6 to 9
Portland Me Rigby July 6 to 9
La Salle III July 6 to 0 M Cummings sec
Medford Mass (Com Park) July 5 to 9
Waterbury Conn July 6 to 9
Saginaw Mich (Grand Circuit) July 6 to 9
Tiffin O July 6 to 9
Windsor Out July 5 to 10
Brighton Beach Nineteenth annual meeting of
the Brighton Beach Racing assn July 6 to
Aug 23

ROCKPORT O July 14 to 16
Medford Mass July 13 to 16
Mendota III July 13 to 16 Geo H Madden sec
Detroit Mich G Circuit July 19 to 24
Ottumwa III July 14 to 16
Winchester Ky July 13 to 17 Winchester Ky July 13 to 17
Saugus Mass July 20 to 23
Wingham Ont July 20 to 22
Providence R I July 20 to 23
Circleville O July 20 to 23
Aurora III July 20 to 23
C C Hackney sec
Akron O July 21 to 23
Cleveland O G Circuit July 26 to 31
Versailles Ky July 20 to 24
Brantford Ont July 27 to 29
Ottawa III July 27 to 30 I. W Heas sec
Aqueduct L I Queens County Jockey Club Summer meeting July 26 to 31
Fall ameeting Oct
4 to 13

Aqueduct LI Queens County Jockey Club Summer meeting July 26 to 31 Fall ameeting Oct 4 to 13
Butte Mont July 27 to Aug 28
Saratoga Springs N Y Saratoga assn July 28 to Aug 21
Providence R I July 27 to 30
Quincy III July 27 to 30
Quincy III July 27 to 30
Richmond Ky July 27 to 31
Salem O July 29 to 30
Battle Creek Mich July 30 to Aug 3
Tilsonburg Ont Aug 3 to 5

Salem O July 20 to 20

Battle Creek Mich July 30 to Aug 3

Tilsonburg Ont Aug 3 to 5

Griggsville III Aug 3 to 6

Bainbridge Ind Aug 2 to 6

Bainbridge Ind Aug 2 to 6

Henry III Aug 3 to 6 C A Camp sec

Middletown Ind Aug 3 to 7

Youngstown O Aug 2 to 6

Dover N H Aug 2 to 6

Columbus O Grand Circuit Aug 2 to 6

Boone Ia Aug 3 to 7

Joliet III (Ingalis) Aug 3 to 7

Brighton Beach L I Brighton Beach assn. First

meeting July 6 to 24 Second meeting Aug 9 to 23

Old Orchard Mc Aug 9 to 12

Rushville III Aug 9 to 13

Hagerstown Ind Aug 9 to 14

Welland Ont Aug 10 to 13

Hedrick Ia Aug 10 to 13

Hedrick Ia Aug 10 to 13

Mexico Mo Aug 10 to 13

Warren O Oak Grove D C Aug 10 to 13

Welster City Io Aug 10 to 14

Lebaton Ky Aug 10 to 14

Lebaton Ky Aug 10 to 14

Warren O Oak Grove D C Aug to to 13
Webster City Io Aug to to 13
Lebanon Ky Aug to to 13
Lebanon Ky Aug to to 14
Erie Pa Aug 12 to 15
Ottumwa Io Aug 16 to 10
Portland Me Rigby Aug 16 to 21
Macomb III Aug 17 to 20
Canton O Aug 17 to 20
Logansport Ind Aug 17 to 20
Logansport Ind Aug 17 to 20
Carroll Io Aug 17 to 20
Medford Mass Aug 17 to 20
Wellington O Aug 18 to 20
Independence Ia Aug 16 to 20
Glens Palla N Y Grand Circuit Aug 16 to 20
Urbana O Aug 17 to 20
Moberley Mo Aug 17 to 20

Troy N Y Aug 17 to 21

Bardstown Ky Aug 17 to 21

Grimsby Ont Aug 18 to 19

McKee's Rocks Pa Aug 21 to 24

Ballston N Y Aug 23 to 26

Newcastle Ind Aug 23 to 26

Newcastle Ind Aug 23 to 26

Newcastle Ind Aug 23 to 27

Toledo O Aug 23 to 27

Margaretville N Y Aug 23 to 26

Orangeville Ont Aug 24 to 25

Newburg O Aug 24 to 26

Alpena Mich Aug 24 to 26

Alpena Mich Aug 24 to 27

Columbias Junction 10 Aug 24 to 27

Predonia Kan Aug 24 to 27

Rutland Vt Aug 24 to 27

White River Junction Vt Aug 24 to 27

Bairfax Ia Bug 24 to 17

Barlew Lernon Pa Aug 24 to 27

Barlew Lernon Pa Aug 24 to 27

Brookfold Mo Aug 24 to 27

Springfield O Aug 24 to 27

Bellevue O Aug 24 to 27

Carnegie 19 Aug 24 to 27

Elizabethtown Ky Aug 24 to 27

Elizabethtown Ky Aug 24 to 27

Elizabethtown Ky Aug 24 to 27 Carnegie 1/2 Aug 24 to 27
Klizabethown Ky Aug 24 to 27
Kittanning Pa Aug 24 to 27
Keadville Mass Grand Circuit Aug 24 to 28
Plint Mich Aug 14 to 29
Pennimore Wis Aug 25 to 27
Alta Is Aug 25 to 26
Lebanon Ind Aug 13 to 26
Carrollton Mo Aug 14 to 27
Toledo O Aug 13 to 27
Greenfield Ind Aug 23 to 27
Newark O Aug 24 to 27

Fort Erie Cauada Fort Erie Jockey Club June 20 to July 3 and 5 Peoria III 1st meeting June 20 to July 2 2d meeting Aug 10 to 13 W L Slagel sec Bradford Pa June 29 to July 2

Rutland Vt. Aug 17 to 19 Wooster O. Aug 24 to 27 Wausau Wis. Aug 30 to Sept 1 Terre Haute Ind. fair. Aug 30 to Sept 3 Watsati wis Aug to to Sept 3
Peoria III Aug 31 to Sept 3
Peoria III Aug 31 to Sept 3
Peoria III Aug 31 to Sept 3
Pilwood Ind Aug 30 to Sept 3
Plantford Conn Grand Circuit Aug 30 to Sept 3
Plantford Conn Grand Circuit Aug 30 to Sept 3
Plantford Conn Grand Circuit Aug 30 to Sept 3
Pombridge N Y Aug 31 to Sept 3
Parentum Pa Pair Aug 31 to Sept 3
Parentum Parentum Parentum Pair Aug 31 to Sept 3
Parentum Parentum Parentum Pair Aug 31 to Sept 3
Parentum Parentum Parentum Parentum Pair Aug 31 to Sept 3
Parentum Parentum Parentum Parentum Parentum Pair Aug 31 to Sept 3
Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Parentum Par Warrento Paur Aug 31 to Sept 3
Medford Mass Com Park Aug 31 to Sept 3
Medford Mass Com Park Aug 31 to Sept 3
Flonda la Aug 31 to Sept 2
Rashville Ind Aug 31 to Sept 3
Orwigsburg Pa Aug 31 to Sept 3
Plymouth Ind Aug 31 to Sept 3
Plymouth Ind Aug 31 to Sept 3
Plymouth Ind Aug 31 to Sept 4
Nevado Mo Aug 31 to Sept 4
Eric Kan Aug 31 to Sept 4
Colombus O State Fair Aug 30 to Sept 4
Colombus O State Fair Aug 30 to Sept 4
Colombus O State Fair Aug 30 to Sept 3
Tipton Ia Aug 31 to Sept 3
Vermont and Northern New York Trotting and
Racing Circuit Burlington Aug 31 to Sept 3
Pattisburg Sept 70 to Canton Sept 4 to 17
Potsdam Sept 21 to 24
Ada O Sept 1 to 3
McConnellswille O Sept 1 to 3
Ithaca N Y Sept 1 to 3
Bowling Green Ky Sept 1 to 4
Antigo Wis Sept 21 to 4
Victor Is Sept 61 to 8
Wheeling W Va Sept 6 to 10
Wheeling W Va Sept 6 to 5
Seymour Wis Sept 6 to 8
Newsatle Pa Sept 6 to 9
Oskaloosa to Sept 0 to 9
Oskaloosa to Sept 6 to 10
Hornellswille Ind Sept 6 to 10
Hornellswille N Y Sept 6 to 10
Hornellswille N Sept 6 to 10
Farmer City Ill Sept 6 to 10
Nowark N J Sept 6 to 10 Providence R 1 Sept 6 to 10 Sargus Mass Sept 6 to 10 Sargus Mass Sept 6 to 10 Sargus Mass Sept 6 to 10 Toledo O Sept 6 to 11 Salem G Sept 7 to 9 Syracuse N Y Sept 7 to 10 Wapello Ia Sept 7 to 10 Wapello Ia Sept 7 to 10 Hicksville O Sept 7 to 10 Hicksville O Sept 7 to 10 Butier Pa Sept 7 to 10 Butier Pa Sept 7 to 10 Butier Pa Sept 7 to 10 Morrison III Sept 7 to 10 London O Sept 7 to 10 Liberty Mo Sept 7 to 10 Liberty Mo Sept 7 to 10 Hardstown Ky Sept 7 to 10 Hardstown Ky Sept 7 to 10 Sar City Voungstown O Sept 5 to 10 Sar City Va Sept 8 to 10 Bardstown Ky Sept 7 to 12
Youngstown O Sept 5 to 10
Sac City Ia Sept 5 to 10
Lansing Mich State Pair Sept 6 to 11
Ilamsing Mich State Pair Sept 6 to 11
Ilamsing Mich State Pair Sept 6 to 11
Ilamsine Minn State Pair Sept 6 to 11
Springfeld Mo Sept 6 to 11
Ironwood Wis Sept 9 to 11
Ironwood Wis Sept 9 to 11
Ironwood Wis Sept 9 to 17
Greenfeld Ind Sept 13 to 15
Outonta N Y Sept 13 to 15
Sept months of 12 to 16
Greenfeld Ind Sept 13 to 16
Greenfeld Ind Sept 13 to 16
Greenville Pa Sept 14 to 16
Greenville Pa Sept 14 to 17
Marietta O Sept 14 to 17
Marietta O Sept 14 to 17
Marietta O Sept 14 to 17
Wateren Pa Sept 14 to 17
Hethlehem Pa Sept 14 to 17
Hethlehem Pa Sept 14 to 17
Itansington Pa Sept 15 to 17
Lvanscille Ind Sept 14 to 17
Waukon In Sept 14 to 17
Naukon In Sept 14 to 17
New Lexington O Sept 14 to 17
Ilma O Sept 14 to 17
Valparaiso Ind Sept 14 to 17
Ashland Wis Sept 14 to 17
Sault Ste Marie Mich Sept 14 to 18
Lisban O Sept 14 to 17
Soult Ste Marie Mich Sept 14 to 18 Sault Ste Marie Mich. Sept 14 to 18
Lisbon O. Sept 15 to 16
Lancaster Wis. Sept 15 to 17
Indiana Pa. Sept 15 to 17
Indiana Pa. Sept 15 to 17
Indianapolis Ind. State Fair. Sept 13 to 18
Des Moines Io. State Fair. Sept 13 to 18
Canton N. V. Sept 21 to 24
McKec's Rocks Pa. Sept 21 to 24
Intavia N. Y. Sept 20 to 21 McKec's Rocks Pa Sept 21 to 24
Batavia N V Sept 20 to 21
Batavia N V Sept 20 to 24
Medford Mass Com Park Sept 21 to 24
Medford Mass Com Park Sept 21 to 24
Medford Mass Com Park Sept 21 to 24
Sidney O Sept 21 to 24
Portland Me Rigby Sept 20 to 23
Warnesbury Pa Sept 21 to 23
Beaver Pa Sept 21 to 24
David City Neb Sept 21 to 24
Lal'orte Ind Sept 21 to 24
Montpelier O Sept 21 to 24
Pottsdam N V Sept 21 to 24
Richard Center Wiss Sept 20 to 25
Richard Center Wiss Sept 21 to 24
Mincola N V Sept 21 to 25
Duluth Minn Sept 22 to 25
Springfield O Sept 24 to 27

Carnegle Pa Sept 28 to 30
Superior Minn Sept 28 to 30
Schoharie F. Y Sept 27 to 30
Baltimore Md Pimilco Sept 27 to Oct 1
Readville Mass Sept 27 to Oct 1
Readville Mass Sept 27 to Oct 1
Elkhorn Wis Sept 28 to Oct 1
Portland Ind Sept 27 to Oct 1
Troy O Sept 28 to Oct 1 Fortland Ind Sept 27 to Oct 1
Troy O Sept 28 to Oct 1
Bellefontaine O Sept 28 to Oct 1
Bellefontaine O Sept 28 to Oct 1
Bellefontaine O Sept 28 to Oct 1
Bremen Ind Sept 28 to Oct 1
Bremen Ind Sept 28 to Oct 1
Carriollton O Sept 28 to Oct 1
Carriollton O Sept 28 to Oct 1
Cedarburg Wis Sept 29 to Oct 1
Rochester Ind Sept 29 to Oct 2
Wichita Kas Sept 27 to Oct 2
Springfield III State Pair Sept 22 to Oct 2
Springfield III State Pair Sept 22 to Oct 2
Springfield III State Pair Sept 22 to Oct 2
Springfield III State Pair Sept 22 to Oct 2
Springfield III Oct 4 to 8
Bourbon Ind Oct 4 to 8
Bourbon Ind Oct 4 to 8
Bourbon Ind Oct 5 to 8
Mount Gilead O Oct 5 to 8
Norfolk Va Oct 5 to 14
Richwood O Oct 12 to 15
Medford Mass Com Park Oct 12 to 15
Bloomsburg Pa Oct 13 to 16
Morris Park N V Westchester Racing assn
Fall meeting Oct 14 to Nov 2
Medford Mass Oct 5 to 21
Raleigh N C Oct 18 to 23
Saugus Mass Oct 5 to 30
Red Oak Io Sept 27 to Oct 2

Methord Mass Oct 36 to 26
Raleigh N C Oct 18 to 23
Saugus Mass Oct 26 to 30
Red Oak lo Sept 27 to Oct 2
Halitmore Md Pimlico Driving Club Spring meeting 1st week in June Fall meeting Sept 27 to Oct 1
Malone N V Sept 28 to Oct 1
Hillsdale Mich Sept 27 to Oct 3
R G Watson sec Malone Vt Sept 28 to Oct 1
Terre Haute Ind Sept 27 to Oct 3
R G Watson sec Malone Vt Sept 28 to Oct 1
Providence R I Oct 5 to 8
Lexington Ky Oct 5 to 16
Brocton Mass Oct 6 to 9
Aberdeen S D State Fair Oct 11 to 16
Medford Mass Oct 3 to 15
Louisville Ky Oct 18 to 20
Salem O July 3 to 4 and July 23 to 50
Newark O June 29 to July 2
Columbus O July 27 to 30
Chillicothe O Aug 3 to 6
Washiugton C H Aug 10 to 13
Lancaster O July 13 to 16
Xenia O Aug 17 to 20

#### convencions. Fetes, Celebrations, Etc.

Under this heading we publish free of charge the dates of all notable events, which are likely to attract large concourses of people to any one particular city and for this reason prove of importance to advertisers, showmen, streetmen, general passenger agents, etc. The list is carefully revised and corrected monthly.

#### 

Atlantic City, N. J. Seventh Annual Convention of the Associated Bill Posters' Association, July 17-20, 1897. J. Ballard Carroll, see'y, Albany, N. V.

N. V.
Berliu Ont Berlin Diamond Jubilee Celebration
and Band Tournament July 21 and 22
Boston Mass Hotel Men's Mutual Benefit Assn
of the United States and Canada Convention

June 8 W G A R Reunion Aug 23 to 28 Buffalo N Y National League of Bowlers July Chicago III Illinois Press Assn July 7 Chicago III. National Association Moulding and Picture Frame Manufacturers. Dec. 15,

and Picture Frame Manufacturers. Dec. 15, 1597.
Cheago III Illinois Manufacturers' Exposition of Home Products Colliseum Sept 25 to Oct 16 Chicago Illinois Agr Fair Coliseum November Chicago III Convention American Railway Union June 15 Cincinnati O Grand Court Ohio Foresters 1898 Cincinnati O Ohio State Library Assn Oct 5 to 6 A W Whelpley pres Cincinnati O Irisha Landwehr Verein Aug 2 S B Bonwright see Cin'ti O

Cincinnati O İrisha Landwehr Verein Aug 2 S B Bonwright see Cin'ti O Cincinnati O Brother hood of Locomotive Fire-men Jan 2: J V Reynolds see Cleveland O Cincinnati O Lithographic Printers' Assn An-nual National Convention July 12 Cincinnati O German Epworth League of the United States July 22 to 25 Pike's Opera House Cincinnati O Locomotive Firemen's Convention July 20 and 21 Columbus Ohio State Democratic Convention lune 20 and 20

Columbus O Army of the Cumberland Sept 21-23 Corinth Miss Y P S C E State Convention June 18 to 22 Dayton, Ohio. Sixth annual Convention of the

Dayton, Ohio. Sixth annual Convention of the Ohio Master Painters' and Decorators' Association. July 27-28, 1897. W. J. Albrecht, see'y, Toledo. O. Dayton O Southern Diocese of Ohio Convention Hishop Vincent Cincinnati chairman Dates not set

Denver Col Mountain and Plain Festival Oct S to 7
Denver Col American Water-works Assn. June
8 to 10 Sto 10
Denver Col Biennial Session of Supreme Court
of Foresters of U.S. Aug 24 to 28
Denver Col American Assn of General Baggage
Agents Oct 13
Denver Col Gold Miners' Convention July
Detroit Mich Imperial Court Syrian Temple

June 7 to 9 Frankfort Ky State Democratic Convention June 2 Indianapolis Ind Conclave of the Supreme Lodge K of P 3d Tuesday in August 1998

Kansas City Mo Convention of the Aucient Order of Pyramids June 16 to 18
Kansas City Mo Priests of Pallas Parade JP
Loomis pres L B Cross sec
Kansas City Mo National Assn of Credit Men June 9 to 11
Mt Clemens Mich Convention of Gas Men May

June 9 to 11

Mt Clemens Mich Convention of Gas Men May
19 to 21 1898

Nashville Tenn Old-Time Telegraphers' Assn
Sept 15 to 17

Nashville Tenn National Conference of the Reform Press Suly 4 Frank Burkitt pres
Nashville Tenn Laundrymen's National Assn
Sept

Nashville Tenn United Confederate Veterans
June 22-24 Col J B O'Bryan Director General
Nashville Tenn TP A Convention June 1 to 4
John A Lee pres St Louis Louis T Labeaume
sec and treas St Louis
Nashville Tenn Cripples' Convention Wm R
Trower sec 911 Union Trust bldg
Newark O Newark Driving Assn John H
Swisher pres, C Seymour treas June
Orlando Fla National Good Roads Congress
Feb 2 1898

Philadelphia Pa Pan-American Conference
June 1 to 3

Philadelphia Pa Carman American June 1893

Philadelphia Pa Pan-American Conference June 1 to 3 Philadelphia Pa German American Journalists' Assn Date not decided Philadelphia Pa National Saengerfest June 21 Philadelphia Pa National Convention of Postal Clerks June 16 Philadelphia Pa National Medical Assn June 1 to 4

to 4 Pittsburg Pa Grand Encampment of Knights Templars 2d Tuesday in Oct W B Melish Gr Junior Warden San Francisco Cal Northern Baptist Convention

San Francisco Cal Northern Baptist Convention
1899
St Louis, Mo. Third Annual Convention of The
International Bill Posting Association, July
26-29, 1897. Clarence E. Runey, sec'y, Waukegan, Ills.
Thousand Islands St Lawrence River N Y State
Press Assn July 25 to 30
Toledo O State Teachers' Assn July 1 and 2
Toledo O Republican State Convention June 15
Troy N Y New York State Assn of Master
Painters and Decorators July 7-8
Warren O Oak Grove Driving Club July and
Aug B F Pew pres, M S Clapp sec
Washington D C National Assn Freight Agents
June 8 to 10

#### Poultry Shows.

Amesbury Mass Amesbury Poultry and Pet Stock Assn M H Sands secy
Ashland O Ashland Co P Assn Dec 22 to 25 H
A Mykrantz sec
Auburn Neb Nemaha Valley P Assn Nov 30 to Dec 3 Rhodes J L L Alspaugh sec
Bloomington III Bloomington P Assn Dec 15 to 21 B N rierce J J D Shipley cor sec Normal III
Bluffton O onsolidated P Assn Feb 1 to 5 H
A Bridge J D J Kohli sec
Buffalo N Y Eric Co P Breeders' Assn Jan 3 to 8 E C Pease sec Hamburgh N Y

Blufton O 'onsolidated P Assn Feb 1 to 5 H
A Bridge J D J Kohli sec
Buffalo N Y Erie Co P Breeders' Assn Jan 3 to
S E C Pease sec Hamburgh N Y
Cedar Rapids Ia Linn 'o P Assn Jan 10 to 15
B N Pierce J Chas H Playter sec
Chicago Ill National Fanciers' Assn Jan 24 to
29 Chas S Weaver sec 100 Washington street
Cleveland O Northern O P and P S Assn Dec 6
to 12 F R Hunt sec
Clinton Mo S W Mo P Assn Dec 14 to 17 W H
Talbert sec
Danbury Conn Danbury and Bethel P Assn
Dec 8 to 11 F Bowman sec
Detroit Mich Michigan State P and P Assn Jan
3 to 's F W McKenzie sec Concord Mich
Dixon Ill Rock River Valley Poultry Assn Dec
14 to 18 Shellabarger J F W Fargo sec
Hamilton Va Old Dominion P and P Assn of
Loudoun Co Nov 2 and 3 R J N Reed sec
Haverhill Mass Merrinack Valley Poultry Assn
Dec 26 to 30 Geo H Greenman sec
Indianapolis Ind Indiana State P Assn Jan 10
to 15 Thos W Pottage sec
Johnstown N Y Adirondack Poultry and Pet
Stock Club Nov 24 to 27 Frank Randall pres
H J Quilhot sec
Kansas City Mo Mid-Continental P Assn Dec
25 to 30 F M Slutz sec
Lebanon Mo Laclede Co P Assn Nov 20 to Dec
4 F W Hitchcock J Geo H Hinds sec
Los Angeles Cal Los Angeles Co Poultry Assn
Jan 10 to 17 Henry W Kruckeberg sec
Louisville Ky Kentucky State P Assn Jan 10
to 15 H A Bridge J Y Bicknell J J J R Mount sec
Lagrange Ky
Mansfield O Mansfield P P and P S Assn Dec
20 to Jan 1 C W Etz sec
Miamisburg O Miami P Assn Dec 5 to 10 H A
Bridge J Oliver L Dosch sec
Mt Gretna Pa Mt Gretna Agr Mecand Ind Expo
Aug 16 to 20 M B Blauch sec Lebanon Pa
Nashville Tenn Tennessee Poultry Pigeon and
Pet Stock Assn Jan 11 to 15 J M Hopkins sec
New Haven Conn New Haven Poultry Assn
Dec 29 '5 to Jan 1 '98 N D Forbes sec Montowese Conn
New London Conn Eastern Connecticut P Assn
Dec 15 to 18 Chas B Smith acting sec

Dec 29 '57 to Jan 1 '98 N D Forbes see Monto-wese Conn
New London Conn Eastern Connecticut P Assn
Dec 15 to 18 Chas B Smith acting sec
Oneonta N Y Oneonta P and P S Assn Dec 14
to 17 Arthur J Relyea cor sec
Parsons Kas P Arsons and 's E P Assn Dec 7 to
10 B N Pierce J J R Alexander sec
Peoria Ills Peoria Feathered Stock Assn Jan 4
to 8 Dr J Oglesbey Gable sec Peoria Ill
Princeton Ill Central Illinois P Assn Dec 20 to
25 A C Best sec

Princeton Ill Central Illinois P Assn Dec 20 to 25 A C Best sec
Rochester N Y Rochester P P & P S Assn Jan 10 to 15 John J Beveridge sec 85 Lowell street Rockford Ill Northern Illinois P Assn Jan 10 to 15 McClave J A H Currier sec
Sedgewick Kas Harvey Co Poultry Assn Dec 6 to 11 W M Congdon sec C H Rhodes J
Seneca Falls N Y Seneca Poultry and Pigeon

Assn Fred Hobel sec
St Louis Mo St Louis Fanciers' Assn Dec 13 to
18 J H Ahrens sec Butterfield and Bridge J
Tacoma Wash Tacoma P Assn Dec 20 to 31
Stephen Holbrooke sec

Titusville Pa The Titusville Poultry Assn Dec 14 to 17
Tope ka Kas Western Pigeon Club Dec 14 to 21
F M Gilbert J M F Hankla sec
Toronto Canada Victorian-Era Expo and Ind
Fair Aug 30 to Sept 11 H J Hill sec
Wilkesbarre Pa Wilkesbarre PP Pand PS Assn
Dec 27 to Jan 1 E S Kirkhuff sec

#### Dog Shows.

Morris Man Manitoba Field Trials Club Sept 6 Jno Wooton see Newton N C Eastern Field Trials Club Nov 15 S C Bradley see

#### Food Shows.

Topeka Kas Mechanics' Fair Aug 17 to Sept 18 J H Gilmore supt



Space on To Let. I have ten balloons working all season, U. S. and Can. at all large

Celebrations, Race Meets and Fairs, and if you want a space on a balloon, where from 25,000 to 100,000 people witness same, write for terms. Aeronaut Leo Stevens.

370 8th Ave., New York City.

# Fair Grounds Privileges. Paducah, Ky., 1897.

Races, July 5th and 6th. Fair and Races, Sept. 7 to 10. Address
Secretary Paducah Fair Association,
For Programs and particulars.
No Gambling allowed.
All kinds of other privileges for sale

NOTICE .\_

Great Peature Attraction For Fairs and Expositions.

#### Sie Hassan Ben Ali's FAMOUS TROUPE OF..... Beni Zoug Zoug Arabs,

Strongest and the Most Sensational Exhibition in Modern Times.

Managers' Address: SIE HASSAN BEN ALI, 10 Union Square, New York City.

Attention, All Parks, Summer Resorts FAIRS. Expositions, etc., who want outdoor attractions; can furnish you all the leading American and European Attractions at very reasonable rates. Write me before closing contract. Address H G. BARCLAY, Intern

#### Societies, Agents, Streetmen Everymbere

Artists and Musical Exchange, Johnstown, Pa.

Largest line of novelties in the world for Conventions, Fairs and Summer Resorts. Badges, Medallions. Medals, Buttons, Rosettes and Shamrocks. Photographs (cabinet size) \$3.00 per 100.—\$25.00 per 1.000, best quality. Novelties in watch charms. Queen of England Jubilee-Flags, buttons badges and photos. Decorations; flags of all nations; lauterns and shields. "Little

price and the name and address of the

naker, and you have attained the very

Nebraska.

State Fair at Omaha, Sep. 17-224
The fair for 1897 will be held on same grounds where held for years 1895 and 1896, adjoining the Omaha city limits on

the west, and embrace 160 acres of land.

enclosed with eight-foot woven wire fence

of modern and most approved style for such use. The grounds, as to equipments

and arrangements, have no superior in the world. They are reached direct by all

the world. They are reached direct by all the great Western railroads centering at Omaha, and by a double-track line of electric street railway, starting to and from the Fair Grounds and city of Omaha

every five minutes. Runs from Council Bluffs, Iowa, will be made at short in-

tervals. Regular steam railway passenger

trains will run to and from the Fair Grounds, from Omaha and South Omaha,

at short intervals. All transportation facilities to and from the Fair Grounds

are full, perfect, and complete. All passengers, exhibits and other freights, unloaded and reloaded at main gates. An

experienced and careful master of trans-portation will be in attendance at all

hours, day and night. All exhibits will be reloaded and reshipped the day the fair closes An inexhaustible supply of

pure water in all parts of the grounds.
All improvements are new, and with all

modern conveniences and accommoda-tions. One of the very best one-mile

regulation speed tracks is now in prime condition. All railroad switching free to

W. H. Harrison, general superintendent, will, on the Fair Grounds, direct

exhibitors to their proper places.
For all concessions, apply to Charles A.
Dunham, 1526 South 28th street, Omaha.

The American News Co. orders 6,000

copies of THE BILLBOARD for June. Indication now point to a probable sale of 8.000 copies on the stands during this month. As these are largely bought by advertisers, fair followers, horsemen, ex-

hibitors, concessionaires and privilege men, fair managers can form some idea

of the efficacy of our advertising columns.

T. F. Grinley, the aeronaut, now located at Carbon, Ind., writes us that he

J. C. Poland (Montana Joe) is perma-

The Woods-Dysart Racing Motocycle

(horseless carriage) can be engaged as a special attraction. Address Paul I., Dy-

sart, manager, 4714 Evans ave., Chicago.

We acknowledge the receipt of "Life and Adventures of Bronco John," (wild

west for fairs) a neat and attractive book.

Philadelphia, manufactures rubber, gas and whistling balloons, toy whips, canes, etc., for fair followers, fakirs, etc.

Thurston Bro.'s Midway Show, 54 Mead

street, Columbus, O. Great attraction for

Peter Currier, of 518 Powell street,

nently located at 33½ Rathbone street, Jamestown, N. Y.

originated the "circular dropped from

exhibitors, when in full car lots.

acme of advertising efficacy.



There is weeping and wailing and gnashing of teeth among the fakirs, concessionairs and showmen at Nashville. From letters received we learn that the paid admissions on the first day barely reached 10,000, and have scarcely topped 2,500 any day since up to this writing

The show was anything but complete when it was opened.

when it was opened.

The general opinion is that in point of attractions and attractiveness, it lays away over Atlanta, and the citizens of Nashville are hoping that this will pull the attendance up to a paying point. If Nashville, like Atlanta, proves a financial failure, what may be expected of Omaha failure, what may be expected of Omaha next year? It has less p ople within the zone of the hundred mile radius than

The great trouble with these affairs is that they are handled by men of no ex-

If Nashville had picked out, say Walter Cooper appointed him director general and heeded his advice, the fair would have been a success from the start. His experience at Atlanta would have saved Vashville thousands and thousands of dollars.

But no, green and untried men as usual, have been thrust into places of trying re-sponsibility, and as a consequence, the Nashville Centennial, like all other affairs

of the kind, will be simply an experiment.

Just about the time its managers have learned how to run things successfully, the fair will come to a close. The man-agers will gain a lot of experience, which will be worthless, because other cities, which will hold fairs, will not avail themselves of it, preferring, like Nashville, to have green men. True, it might be available should the experiment be repeated in Nashville, but then Centennial celebra-

tions are a long ways apart.
When, oh when, will the fair man ager of experience have his innings.

A complete report of the Wisconsin State Fair Association is made part of the Donaldson Lithographing Co.'s catalogue of fair posters. A sample copy will be mailed to any officer of a Fair Association who makes application for one. Address the Donaldson Litho. Co., Cincinnati, O.

Aeronaut Leo Stevens may be addressed at 370 8th ave, New York. Fair managers, who want a balloon ascension for a feature or special attraction performed by a man on whom they can rely, will do well to write to him early. He rarely has any open dates in the fall.

Bill posters everywhere complain of the niggardly consignment of paper sent them by the Tennessee Centennial. They say it is utterly impossible to give a decent showing.

We are very anxious to have our fair list complete in our July issue. Secretaries will favor us greatly if they will send us dates of neighboring fairs that do not appear in this issue. Please, also examine your dates as they appear herein, and if any mistake advise us

Of all advertisements there is none so simple, direct forcible and powerful as the exhibition of the thing itself. Sup-

May Stewart, Menage act, and "Saper-nick," dancing horse, 99 Adams street, Bridgeport, Conn.

Leo Stevens, aeronaut, 361 West 25th street, New York.

Sie Hassan Ben Ali's troop of Arab acrobats, is a splendid special attraction. They can be engaged. Address Sie Has-san Ben Ali, care of the Journalist's Club, Baltimore, Md.

H. G. Barclay, of Johnstown, Pa., furishes special attractions for fairs.

Del voye and Frits are again booking

their original production at fairs. It is called the Clown and Policeman trickhouse act, and is a splendid special at-

The Aermoter Co., 12th and Rockwell streets, Chicago, will exhibit extensively at agricultural fairs this season.

Fair managers in need of fire-works or pyrotechnical exhibitions, will do well to write Harry M. Dey, Tyrone, Pa.

The Donaldson Litho, Co., of Cincinnati, sent out their samples of fair posters May 20. Every fair manager in the United States and Canada received a package. It took 1,113 packages to go

#### Michigan.

The prospects for the State Fair society holding a fair at Grand Rapids or anywhere else next fall are decidedly gloomy. The Lansing creditors refused to settle for nine cents on the dolar, and asked for fifteen cents, nine per cent payable at this time and six per cent after the payable at this time and six per cent after the close of the fair next fall. This offer the state fair officers did not feel warranted in accepting, and the negotiations are, therefore, at a standstill. If no set lement is made with the Lansing resistors, whose claims agreeate about 618 one creditors, whose claims aggregate about \$18,000, no fair will be held, and the death knell of the society will be sounded.

#### Indiana.

The executive committee of the State Board of Agriculture was it session all day vesterday passing upon various matters in connection with this year's state fair. The committee is composed of President C. B. Harris, of Goshen, Aaron Jones, of South Bend, Mason J. Niblack; of Vinc unes; J. L. Thompson, of Gas City, and Charles Downing, of Greenfield. Ex-Governor Matthews made his first appearance as a member of the board and participated in the work

#### Purely Personal.

Purely Personal.

We are indebted to W. C. Garraid, secretary of the Illinois State Board of Agriculture, for an exceptionally complete list of Illinois fairs, — Harry Nowlan, secretary of the Lawrence-burg (Ind.) fair, is also secretary of the Indiana Swine Breeders' Association, and has charge of the swine exhibit at the state fair at Indianapolis, Ind. — C. De Vos, secretary of the fair at Coopersville, Mich., is publisher of The Observer, a paper which has a larger circul tion than any other paper published in Holland Co. — Brownsville, Tenn., will have a fair July 3, 4 and 5. W. R. Holbrook is the secretary. — Every fair association should subscribe for The Billeoard It is the only paper in the world which devotes a department exclusively to fairs, Only a dollar a year, but it is unfair to saddle even this sum on any one of the officers. Let the association pay for it. — C. W. Harvey, the hustling and enterprising secretary of the Dodge County fair, at Beaver Dam, writes as follows: "I enjoy reading your paper, and think it could be made of great value to fairs. I think we have no paper that is published to any great extent in the interest of state and county fairs. We want a paper that will advertise first-class attractions, the same to be by reliable parties, and them only, these responsible attractions could afford to pay more for what use they made of such a paper. We want a paper that secretaries could and would publish an account of their fairs what had helped to make their fair a success or failure. This could and would be detrimental to none, for about all fairs, and would be detrimental to none, for about all fairs are far enough from each other to be but little or no competition as regards securing attendance. The Dodge County fair is, without doubt, the greatest fair on earth of its age, made so by securing the best of everything and advertising the same in such a manner that the people all know it. We are great advertisers. We use all legitimate means to advertise our fair that can be thought o

#### THE RESERVE OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF THE PERSON OF T Poster Printers

#### JOHN F. HENNEGAN.

We present on our first page this month a splendid likeness of Mr. John P. Hennegan, of the firm of Hennegan & Co., the well-known printers of Cincinnati. Mr. Hennegan started his career as a printer, at the bottom of the ladder, with the Russell-Morgan Co. He remained in the label press room of that famous concern a number of years. The firm of Hennegan & Co. has enjoyed a steady growth since it started, some twelve years ago, in a little tox 15 room, until to-day their establishment will compare favorably with the largest in the country. Their work goes to all parts of the world. Mr. Hennegan has a wide acquaintance among the theatrical profession, he himself being an actor of no little repute, having spent several seasons on the road with the best companies.

#### Personal Mention.

Personal Mention.

The S-sheet advertising the Pope Manufacturing Co.'s Columbia Bicycles from the press of Knapp & Co., New York, is about the finest poster of the season. — A representative of Printo? Ink recently interviewed Phillip A Gifford, the advertising manager of Hahne & Co. a great department store in Newark, N. I During the course of the interview Mr. Gifford observed: "Posters. We're great on posters—believe in them implicitly. Perhaps that's because we've been spoiled by the superlatively good work W. J. Morgan & Co., of Cleveland, O., have been giving us. Don't get me wound up on the subject or you'll rue it."— The Brunswick Ph. Co., of New Brunswick, N. J., and New York City, are using two different 20-sheet posters advertising Sparkling Kolafra. One is from the press of Orcutt & Co., and the other from H. A. Thomas & Wylie. This latter is especially good. — R. M. Wood & Co., of San Francisco, Cal., recently executed an effective poster for the exposition at Los Angeles. — The Metropolitan Job Print, of New York, have subscribed for The Billeboard. We work only one.— In another column we reproduce an exceptionally able article on Poster Advertising by Fred Felton, manager of the Central City Show Printing Co., of Jackson, Mich. — T. R. Dawley says collections are very poor. — The Penn Print and Pub. Co. advertise that no contracts made by their representatives are valid until approved by the manager, Jos. A. Eslen. — The new stand advertising Monarch Bicycles bears the imprint of the Winters Lithographing Co., of Springfield, O. It is very effective. — H. Quintus Brooks is representing the Greve Lithographing Co. in New York. He is located at the New York Theatrical Exchange, Broadway and Thirty-Eighth street. — At last accounts Johns & Co., were still doing business at the same old stand, but Elmore! "Where is he?" — W. F. McClusky, formerly connected with W. J. Mor gru & Co., of Cleveland, O., has established a good trade in Illinois, lowa, Missouri, Kansas and Nebraska. He is a first-class po

We cull the following from the New York

Sun:

SAID TO HAVE SWINDLED ELKS.

A Theatrical Printer Charged With Passing
Worthless Checks. A Theatrical Printer Charged With Passing Worthless Checks.

Frank M. Edwards, who said he was a theatrical printer, with offices at 210 West Pourteenth street, was charged with being a fugitive from justice when he was arranged in Centre Streect Court by Central Office Detectives Price and Donoghue yesterday. Price told Magistrate Brann that Edwards was wanted in Philadelphia for having passed a worthless check for \$75 on Eugene Lyons, a theatrical printer, of 123 North Fourth street. Warren Stetson & Co., of \$31 Atlantic Avenue, Boston, were said by the detectives to be victims to the extent of \$175. Julius Cahn, of the Empire Theatre, who was in court, said that he had cashed a worthless check for Edwards for \$75 on March 12. "When I found the check was no good," said Mr. Cahn, "I wrote to the Great Western Printing Co. of \$1. Louis, whose agent he pretended to be. They answered that Edwards had no connection with them since the 1st of February. I also learned from \$1. Louis, whose agent he pretended to B. They answered that Edwards had no connection with them since the 1st of February. I also learned from \$1. Louis, whose agent he pretended \$1. Louis Elks out of several thousand dollars. Magistrate Brann committed Edwards to the Tombs for thirty days to await the arrival of extradition papers from Philadelphia.

#### LECCERS EDICOR.

Under this heading the publishers invite a ee and full discussion of any and all mat-es of interest to advertisers. bill posters, disributors, sign painters and Fair manage when couched in courteous language. when couched in courteous language. Of when couched in courteous language. Of ourse we do not necessarily endorse the victor and opinions of our correspondents.

#### 76 6666 <del>6666</del> 6666 6666 66666 66 Chicago, May 12, 1897. Cincinnati O

Editor THE BALL CONTROL CINCINNAL OF CINCINNAL OF CINCINNAL OF CONTROL OF CON

Ironwood, Mich., May 14, 1897.

Editor THE BILLBOARD.
Cincinnati, O.
Dear Sir—I have been an ardent admirer of THE BILLBOARD for the past three or four years, and read every line in it every month. I would not be without it. On the square, it is the best bill posters' and distributors' paper in the United States. Business is looking much better. I have distributed the following in the last month: 2,000 papers for Dr. Miles, 5,000 for home firms, and posted paper for James H. Browne's Theater Co., Sam T. Jack, Edison's Projectoscope, Cineamatascope and for the two theaters across the State line, in Hurley, Wis. Also, received some very handsome samples of posters from Hennegan & Co.
Yours very truly,
CHARLES GARLAND,
Theater and City Bill Poster.

Taunton, Mass., April 26, 1897.

Editor THE BILLBOARD,
Cincinnati.

Dear Sir—Yours of the 16th inst. came duly to hand. Owing in part to press of business, I neglected to write you earlier. My not remitting, I assure you, was an oversight on my part, for as long as I continue in the business I intend to subscribe for your valuable paper. It is of general interest to all. No advertiser, distributor or bill poster throughout this broad land should be without it, for it is a bright, newsy sheet, from the first page to the last, and has made wonderful strides from the first issue. Gentlemen, allow me to congratulate you on your wonderful success. Long live The Bill-BOARD.

BOARD.

Enclosed please find \$1.00 in payment of en closed bill.

Very truly yours,

A B. WHITE,

Treasurer Taunton Bill Posting Co.

Binghamton, N. Y., April 27, 1897. Editor THE BILLBOARD,

Cincinnati, O.

Dear Sir—An epoch has been reached in the history of advertising, showing most conclusively that perfection is still a long ways in the future, and that, notwithstanding the struggles of the advertisers for supremacy, the system is still in its infancy. Especially is this the case in house-to-house distribution of advertising mat-

still in its intancy. Especially is this the case in house-to-house distribution of advertising matter. While great strides have been made in the art of printing and attractiveness, the advertiser is yet hampered in the establishing of a satisfactory system by which he can place such matter before the public in a manner to bring satisfactory results.

He has tried local distributors, who have proven unsatisfactory for the reason they have little or no knowledge of the firm and no particular interest in the literature which they are distributing. Then he has sent out from the home office a force of men drilled in the business and giving satisfactory service, but not bringing the desired results. Why? Because, like newspaper advertising, the thing is overbringing the desired results. Why? Because, like newspaper advertising, the thing is overdone. Halls, porches, yards are filled with advertising daily, attractive and unattractive, expensive and cheap literature all mixed up, walked on, hacked about and finally scraped up a dirty, disgusting, nauscating mass of brains, consigned to the flames, made into ashes to fertilize the soil

HOW TO REMEDY THE EVIL.

How to remedy the relationship to the public at large to sow and to reap from as each individual desired. All wish to work the entire field. One wishes a crop of grain; he sows the seed. Another wants a crop of corn, he plants the seed. Another wants a crop of corn, he plants the seed. Another wants a crop of potatoes; he also plants, and so on through the entire list of seeds and tubors until the same ground is seeded with dozens of varieties, each individual expecting to reap a beautiful crop from his own planting. What would the harvest be? Just so with the newspaper and its columns so m with numerous varieties of advertising. Seed adapted, seed not adapted, all sown in the same soil—no growth, no harvest. Let one advertiser have the field for his particular crop. Let him sow to-day, reap to-morrow; next day some other one, and so on until all had sown, all had harvested and reaped according to the number of tillers, over and over again. The results would be astonishing. In the largest newspaper medium's the ground could be covered a large number of times yearly, each time with the assurance of a beautiful harvest. So with the distribution of advertising matter from house to house. Let the numerous heads of these departments used in assemblage. Let them compare notes on the qualifications of the distributors known to each, select the best from each town. Let that distributor put out all the distributions, no two at the same time. Let him have the entire work so long as he gives satisfactory service, and let

his services be discontinued when proven unsat-isfactory; all advertisers to pay the same per 100 or 1000 in each town for the same service or for matter of similar size and weight. Invite the representatives of the distributing fraternity to meet with the advertisers; talk over the best plans, adopt the best ideas and put them into immediate execution. nmediate execution.

I think this would be a step toward improve-

I think this would be a step toward improvement.

Let the advertiser encourage good service by liberal patronage. Let the distributor educate and interest himself to prove himself worthy of that patronage. Let all work in harmony, oil the frictional parts, each strive his utmost to improve the service so far as he knows. Let representatives from both advertisers and distributors meet at least once a year, talk over ways, means and methods, compare results, and there will be no rival organizations, but one grand association of men, and a vast improvement in the service in general.

Billboard work is growing in favor with advertisers. Don't leave out the bill poster.

I would like to hear from every advertising manager and from every bill poster and distributor regarding the subject at as early a date as possible. Every one has some idea: why not give others the benefit of it for the general good?

Yours truly,

Manager Distribution Department Dr. Kilmer & Co., Binghamton, N. Y.

#### A HOT ONE.

When a paper receives as many jollies as we do, a letter like this now and then is a good thing. Enables us to keep on wearing an ordinary size of hat:

Editor THE BILLBOARD,

Editor The Billboard.

Altoona, Pa., May 4, 1897.

Cincinnati, O.

Dear Sir—A card soliciting my subscription to your monthly publication, The Billboard, has reached my address. I observe that you have the poor taste to say, in the most prominent place on your begging appeal, that the bill poster who does not subscribe for your paper "must be either very poor or very ignorant;" and, also, that intelligent bill posters take it because "they want to support it." Well, I am neither very poor nor very ignorant, and yet I don't take vour paper; and because I am ordinarily intelligent I have no yearning desire to "support-it." I am intelligent enough to know that it wouldn't be safe to accept "tips' and "pointers" from a concern that hasn't sense enough to be polite when asking for assistance. Judged by the standard of your impudent card, your "helpful hints" and "suggestions" would hardly be of use to respectable bill posters, though, no doubt, acceptable to thieves and confidence men. The card is keyed to their tone.

I have managed to get along comfortably for a number of years without the aid of The BILLBOARD'S tips and pointers, and at the same time have preserved my self-respect and enjoyed a clear conscience by avoiding vile literature of every kind. I will continue on that line and will be self-supporting, whether The BILLBOARD is or not. As your publication would hardly make good toilet paper, it could be of no possible use to me. Yours, in disgust,

MORRIS CONNOR,

Altoona Bill Poster

Whether you ever read another issue or not,

Morris you will read this, and you will have to

Whether you ever read nother issue or not, Morris, you will read this, and you will have to acknowledge that the preponderance of opinion is against you. Hundreds openly testify to their appreciation. You are alone in your opinion. We are forced to conclude that the fault lies at your end of the line. You are a good bill poster. Morris. We have ascertained that much, and it is enough to make us entirely willing to suppress the further results of our inquiries. Take as good care of Altoona in the future as you have in the past, and we will never collide again.

Napanee, May 7, 1897.

Editor The Billboard.

Cincinnati, O.

Dear Sir—The May Billboard is very nice. I would miss it, if it did not come regularly to Napanee. Mr Wallace, the Canadian agent for "Surprise" Soap, was in town and wished me to secure him a copy of your Christmas number. Will you kindly send me two or three copies of that number, also the bill, and I will remit the same to you. Mr. Wallace admired The Billboard, I am, yours etc.,

J. J. Minchinton.

Memphis, Tenn., May 11, 1897. Editor THE BILLBOARD,

Editor THE BILLBOARD,
Cincinnati, O.
You may inform advertisers, through THE
BILLBOARD, that in addition to the city license
of \$50.00 that we now pay, the legislature at the
last session passed a law imposing a tax on all
persons posting, distributing, tacking, sampling,
etc., of \$25.00, and the county a tax of \$20.00 per
annum, making the whole tax \$95.00. This law
took effect April 30, 1897.

VAN BEUREN & CO.

Trinidad, Col., April 14. 1897.

Ritior The Billeoard,
Cincinnati, O
Dear Sir-Buclosed please find one dollar for subscription to The Billeoard. The old firm of the Taylor Rill Posting Co. was bought out by me the 27th of May, 1896, and as I have derived the benefit of Billeoard I enclose you one dollar, and wish you to continue sending your valuable journal to me. It is a newsy journal and is full of good things, and its coming is always anxiously awaited.

Yours truly,
R. W. Ferguson.
City Bill Poster, 318 Commercial St., Trinidad, Col.

On the center page of this issue of BILLBOARD is shown a photograph of one of Harry Munson's big double deck boards entirely covered with Hoke posters. There are the following sizes of paper shown: George W. Childs Cigars, 24 sheets, 16 sheets (2 kinds), 8 sheets (2 kinds), 5-sheet streamer, 3 sheet, 1-sheet (2 kinds); Admiral Cigarette, 20 sheets, 16 sheets, 8-sheets, 4-sheets, 1-sheet; Dun-lop Detachable Tire, 16-sheets, Hawes Hats, 16-sheets, 3 sheets; Saver Tonic, 3-sheets, 1-sheet; Gold Bond Cigar, 12sheets; Citizen's Union, I-sheet (2 kinds); Hyomei, 12 sheets, I-sheet; Yellow Kid Cigarettes, I-sheet; Gillies' Coffee, 3-

The size of the board is remarkably large, though it is by no means the largest billboard in the world. It is, however, undoubtedly the largest board ever cov-ered with paper of one solicitor, with hardly a duplicate throughout. The board is located at Forty-Second street, adjoin-ing the West Shore Railroad depot, New York City. York City.

Siebe & Green, of San Francisco, have bought the bill posting plant of the Al. Stillwell Co., incorporated, doing business in Oakland and Alameda counties.

#### Allen's Press Clipping Bureau

Offices, Rooms 3-4-5-6-7, 510 Montgomery St., San Francisco: Union Block, Portland, Ore.: 10 East First Street, Los Angeles, Cal. Estat 1888. Reads every publication printed on the Pacific coast from Alaska to Mexico.

PUT THIS ON YOUR LIST.

### Willis Jones & Co. Columbus, miss. BILL POSTERS. SIGN PAINTERS,

and General Advertisers Good, Prompt and Efficient Work, IF YOU WILL LET US.

We own and control all boards and posting privileges, besides about 10,000 feet dead walls and bulletin boards for painted signs.

Muslin Signs! Big Display at Small Cost!



Brush lettered in bright weatherproof oil colors on best unbleached
muslin. To order, 50c. per square
yard of surface. 8 yards or less
mailed postpaid. Larger orders
by express prepaid. Satisfaction
guaranteed. Prompt work. G. F.
Harding. Sign Artist since 1880.
Wurtsboro, N. Y.

Give us a trial order of distributing. We employ honest men. cover all sections, and do not charge any more than others in the same business.

J. E. STROYER CO., 114 Weld St., Rochester, N. Y. Members I. A. of D.

# STEINBRENNER

CINCINNATI, O.

Memberl. A. of D.

Room 609 Lincoln Inn Court

Novelties. Tricks. Magic. Puzzles. Continually New Things Invented.

Send 12 Cents fo The Latest Funny Thing. A Box of Cuban Cigars, a great sur-prise for every man or woman hand-ling that box. Chas. Hesing, Importing Stationer,

#### 110 East Pearl St., Cincinnati, O. CHAMPION SI5 TYPEWRITERS.

Six brand new machines, never used, \$11.25 each. Work equals \$100 machines in every respect. Send 4c. for catalog and sample work, Morgan, Rice & Co., B St., Springfield, Mass.

#### SEE HERE!---

I distribute circulars. I will furnish all kinds of names. Write to me for terms. City nomila-

### Do You Use Circulars?

We send ours to 1,000 or more new names (no directory names) each month with good results. Should be pleased to send yours (6x9 or smaller)

with them for \$1.00 per thousand. Prepay al charges. We will sell Three Copies Only of our lists for 30 cts. per 100 or \$2.00 per thousand.

D. W. McNEAL CO., 511 W. 67th Street, Chicago, Ills.

Newport, Ky. G. H. Otting & Son, Own and control all boards. Good Service.

Milford, Mass.
Population, 10,000. W. E. Cheney, City Bill Poster, Distributor. £2 So. Bow street. Sole control of all bill boards in city and adjoining towns. 20 years' experience in this city Raggage and scenery truck express. fe-12

Parkersburg, W. Va., Pop. 15,000 C. C. t henvrout, bill poster and distribu-tor. Reference, any bank in city. Satis-faction guaranteed. [7]

What is worth doing at all, is worth doing well.

# JOHN H. JONES,

Best facilities for distributing, sampling, sign tacking—card, tin or steel. Population. 500,000. Dwellings, 85,000. Member I. A. of D.

Office, N. W. Cor. Mount & McHenry Sts., BALTIMORE, MD.

If you are an up-to-date advertiser you want the latest and best advertising novelties.

The Adv. Novelty Co., 32, 34 & 36 E. 3d St.

CINCINNATI. OHIO.

Manufacturers of and dealers in Domestic and Imported Advertising Novelties. Carda Calendars. Panels, Shapes, &c.

EEEEEEEEEEEE

### Wheeling, W. Va.

is the center of 100,000 population and is one of the largest manufacturing districts in the U. S. You can reach this territory through our Bill Posting and Distributing Agency.

The W. S. Meek Co.. WHEELING, W. VA.

eeeeeeeee<del>ee</del>

W. H.

GIVES THE ONLY RELIABLE

DISTRIBUTING

OUT-DOOR ADVERTISING
The only exclusive distributing service in city. W. H. CASE, MANAGER.

FORT WAYNE, IND.

OGDEN &

Automatic Slot Machines, Bonanza, Star. Carlo, Monte Carlo, Etc.

185 Clark Street, CHICAGO, ILL.

SBORO BILL POSTING

OWENSBORO, KY. LICENSED CITY BILL POSTERS

DISTRIBUTING, SIGN TACKING AND SAMPLING.

25,000 square feet of Protected Boards. Association prices govern our charges Population of City; 16.000; of County.

The Bill Poster

BILLBOARD. Subscriptions 50 cents per year, post free, may be sent to 127 East Eighth St., Cincinnati, O.

City Bill Posters and Distributors, CENTRALIA,

contracts for all kinds of advertising. We cover a very large territory.

NOTHING EXCELS THE SERVICE RENDERED BY THE

**OUT-DOOR ADVERTISING** IN ALL ITS BRANCHES.

P. M. GOOLEY, Mgr., BINGHAMTON, N. Y.

# THEAL. G. FIELD BIG MINSTRELS

# The Hustler Advertising Co. Middletown Advertising Co.

Distributors and Advertisers

88 South St., MIDDLETOWN, N. Y., Prompt Service Guaranteed. Correspondence Solicited. Middletown is the Railroad and Commercial Hub of Orange County. Population, City 15,000; County 97,760. Members International Association of Distributors.

FRANK M. DUEL.

BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR, 187 Schuyler Avenue, KANKAKEE, ILL.

Kankakee, Bradley and Bourbonnais, total population, 15,000.

Mexican International R. R. EAGLE PASS ROUTE.

he Short Standard Gauge Line between prin cipal points of the United States and Interior Mexican Points. No Transfer of Cars at the Border.

A through Pullman Buffet Sleeping Car Line running daily between San Antonio, Texas, and the City of Mexico.

A passenger representative meets all trains at the border to look after customs inspection and to aid passengers in making money exchanges, etc

An inspector of customs accompanies the train each morning from Eagle Pass, Texas, to San Antonio, Texas, to make inspection of baggage belonging to northbound passengers at their convenience.

onvenience. For further information call on or address any agent of the Southern Pacific Co., or W. H. CONNER, Commercial Agent, Commerce Bldg., Cincinnati, O.

C. K. DUNLAP, Gen. Pass. Agent, Ciudad Porfirio, Diaz, Mex.

Distributing and Advertising Agents, Work promptly and properly executed.

3. WOODWORTH, Mgr. FORT WAYNE, IND.

SIDNEY, OHIO, C. P. ROGERS

Owns and controls all billboards and dead walls in the city.

Also DISTRIBUTING carefully attended to

YOUNGSTOWN, O. Box 153.

Send all circulars and samples for distribution throughout the Western Reserve to the

Eastern Ohio Distributing Bureau.

HIGGINSVILLE, MO. Pop. 5,0:0

RIGG BROS.,

The only licensed BILL POSTERS in the city. Control and own all billboards and advertising privileges in the city. We are up to date. All work properly executed. Also signs tacked. Distributors and Sign Painters.

HENRY C.

PATERSON, N. J.

L. A. DANIELS. City Bill Poster and Distributor. SANTA CRUZ, CAL. POPULATION 8.000.

Member International Bill Posters Association of United States and Canada.

Memphis, Tenn.
Van Beuren & Co., Bill Posters and Distributers, 224 Second Street.

Hillsboro, Texas. Phillips Bros, City Bill Posters and Distributors.

Santa, Fe, N. M., A. M. Dettelbach. Bill Poster, Tacker and Distributor for Santa Fe, Taos and Rio Arriba Co's. n97

Belvidere, 111. d97 Fred. Wiffin, Bill Poster, 312 Caswill St.

Troy, III.
F. C. Gates. Bill Poster and Distributor.
Reference furnished. Lu Verne, Minn. Pop. 3,000.

Dana M. Baer, Bill Poster and Distributor,
Box 490.

Nanaimo, British Col. Pop. 7,000.
A. A. Davis owns and controls all bill boards and spaces. P. O. Box 189

Wilmington, North Carolina. Population, 25,000. Oswego, N. Y., F. E. Munroe.
Licensed Bill Poster, Distributor and Sign

Lima, Ohio. Pop. 20,000, W. C. Tirrili, City Bill Poster and Distri-buter. Work promptly done.

Fayetteville, N. C.
Hawkins Bros., Bill Posters and Pistributors, Lock Box 170 5597

Butte, Mont, W. E. Kendrick,
Bill poster and sign advertiser. P. O. box
122.

Laramie, Wyo. H. E. Root, Mgr. Opera House and City bill poster and distributor (lic'd), 150 84 St. \$507

Waukon, Iowa. Wm. S. Hart & Co.

Po'keepsie, N. Y. 24 Mechanic St. M. F. Sprenger, The Honest King Bill Poster and Distributor. Lorain, O., P. J. Smith, Bill Poster and Distributor. 319 8th St. n97

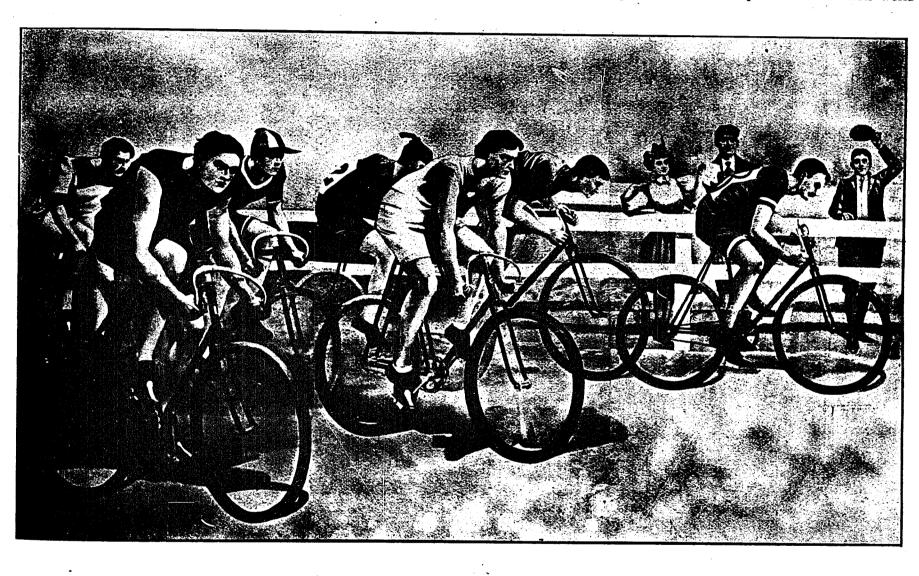
Fort Wayne City Bill Posting Co.
Theatrical and City Bill Posters. Distributing and Advertising Agents. Work nromptly and properly executed.
FURT WAYNE, IND. C. B. Woodworth.
Manager.

Sterett Show Printing Co., San Francisco, Cal.

Toronto, Can. City Bill Posting Co. G. N. Parker, Manager. 197

# Donaldson Posters

Are the best posters made in the whole world. There are other houses who make posters now and then, others who combine the making of posters wish that of show cards, labels and stationery, and still others who try to make them. The Donaldson Lithographing Co. is the only house in the world that makes posters exclusively, mind you, exclusively, that is only posters—nothing but posters. Donaldson posters are printed from lithographic stone, (the real thing, imported from Solenhofen, in Bavaria) and not from zinc, aluminum, or other imitations. Donaldson posters are made from originals by the best artists, executed by the best lithographers, printed by pressmen who are artists, on Hoe presses, the best of their kind, with inks that are permanent, on paper made especially for posters. That is why Donaldson posters are the best posters in the whole world



The above is an illustration of our nine-sheet bicycle poster, No. 299. It measures seven feet high by ten and a half feet long. We sell it, cross lined, that is, with the name of the club, the date, the place of meeting, etc., at the following prices, viz:

Bill posters and agents are respectfully requested to sell this bill from the above cut. If your patron insists

10 for.....8 9.00 | 25 for.....8 18.00 | 100 for.....8 37.00 | 150 for..... 81.00 | 150 for.... 81.00 | 150 for on seeing a sample, he will have to pay for the privilege. It costs us (including express charges, which we prepay) 75 cents for each and every sample that we send out, and the size of the orders does not warrant the expense. We have just issued new one-sheet posters suitable for advertising Fourth of July Celebrations, Picnics, Railroad Excursions, Trolley Car Excursions, Traction Parks, Steamboat (western) and Steamer (eastern) Excursions, Base Ball, Flower Shows, etc., etc. Samples of any of these one-sheet lithographs are sent free of charge to agents and bill posters

Donaldson Litho. Cin'ti.O.

t.the prices quoted; them as you may free.

se posters free at t t such matter on t harge. Samples f

We cross-line all of these posthat is to say, we print such desire without extra charge

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

# GREAT CLEARANCE SALE. POSTERS AT LESS THAN

Commencing Tuesday, June 1st, and continuing thereafter until all are sold, we will offer the following remarkable bargains in Posters:

9500 "SAY" Posters, at the following exceptionally low prices:

100 for \$3.19, reduced from \$4.25 | 500 for \$9.75, 200 " 5.06 " " 6.75 | 1000 " 15.00 25 for \$1.31, reduced from \$1.75 50 " 2.06 " " 2.75 500 for \$9.75, reduced from \$13.00

7000 "CAT" Posters. These prices are less than cost of production.

25 for \$1.31...... formerly \$1.75 | 100 for \$3.19..... formerly \$4.25 | 500 for \$ 9.75..... formerly \$13.00 50 " 2.75 | 200 " 5.08..... " 6.75 | 1000 " 15.00..... " 20.00

. . . 6800 "FENCE" Posters, at the heretofore unheard-of prices of

25 for \$1.31, reduced from \$1.75 | 100 for \$3.19, reduced from \$4.25 | 50 " 2 08 " 6.75 | 500 for \$ 9.75 reduced from \$13.00 1000 " 15.00 " " " 20.00

# Special for the FOURTH OF JULY.

One-sheet, showing Uncle Sam full length of bill with space for lettering on entire right side. Printed in red and blue. Good bill, especially for Holiday celebration. Prices, including printing on advertisement in one color:

25 posters..\$1.58 | 100 posters..\$3.83 | 500 posters..\$11.70 50 " .. 2.48 | 200 " .. 6.08 | 1000 " .. 18.00

**Descriptive Three-Sheets.** 

PRINTED IN RED, WHITE AND BLUE 100 for \$9.25. Regular price, \$12.25.

You save \$3 00 by sending us your order. And \$3.00 is three dollars in these days. Why not save it?

These prices are net cash with order. No discounts of any kind to anyone. Remember, now, you must send the money with the order or you won't get the goods. This is a Clearance Sale for cash. We need the room and we also need the cash.

These Posters will not last long at these prices. Send your order in early.

JOINTED\_

Traveling Advertising Agents.

Will Fit Inside of a Bill Trunk. Great Convenience. HANDY.

DURABLE.

STRONG.

RIGID. PRICE: 7 feet, 2 sections, \$1.25. 10½ feet, 3 sections, \$1.75.

DONALDSON LITHO. CO., CINCINNATI.

REMIT WITH ORDER.

NONE SENT C. O. D.

H. K. APPLE, INDIANA SIGN GO. SIGN WORK OF ALL KINDS TO ORDER.

### BILL POSTING A SPECIALTY.

10,000 Feet of Private Space at your disposal. Will rent spaces any length of time. Give him a trial. County work taken on application.

# INDIANA, PA.

Established 1894. City Population, 350,000

### NATIONAL DISTRIBUTING CO. CIRCULAR DISTRIBUTORS AND SIGN TACKERS,

15 & 17 Winder St., DETROIT Send for price list. DETROIT, MICH.



### YOUR PORTRAIT.

We will send The Advertising World (price 75c.) and engrave We will send The Advertising World (price 75c.) and engrave your portrait, style herewith, and furnish plate ready for any printer to print from, all for \$1.25. Send photo, which will be returned. Halftone, same size instead if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offer just to introduce our paper to new readers. The Advertising World is an eight-page, five-column, monthly, illustrated, original, devoted to up to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbus Ohio.

# TRENTON, New Jersey The Trenton Bill Posting Co. Press Clippings

Owrs all Billboards in the city and suburbs. Population 70,000 I guarantee the value of all Bill Posting and Distributing. WM. R. WILLIAMSON, Manage

Waukegan, Ill.
G. Runey & Son, Distributors, Bill Poeters, etc. (Circuit 18 towns.) Pop. 35,000. n6

DENVER, COLO.

The Curran Bill Posting & Distributing Co. owns and controls all bill boards and advertising privileges in Denver, Pueblo and Colorado Nprings. Population of Denver, 165,000; Pueblo, 40.000; Colorado Nprings, Colorado Citv and Manitou, 20.000

Boston, Mass. Pop 500,000.

Kansas City. Mo. Pop. 300,000.

Midland Advert sing Co. Joseph Heid, Mgr
Distributing, Tacking. Reliable Men only
All towns in Jackson and Wyanduta tex,
Mem. International Ass'n of Disfributors.

Proposed events, fairs, conventions etc. Other lines of items from the newspapers of the country. Send for particulars.

> N. E. Newspaper Bureau. 146 Franklin St., Boston.

Mattapan, Mass. D. L. Cushing,

Atlanta, Ga., 124 Haynes St. Wm. Peden, Advertising Distribute t, Signstacked up in this and adjoining coun-ties, \$1,00 per 1000 and up. d97

MANAGERS

We have six parties organized for the sees son of 1897. Each party has two capable and experienced aeronauts and two balloons. This guards against accidents and insures against disappointments. We can supply balloon ascensions with or without

Head your circulars or booklets with the caption, "This Circular Was Dropped From the Clouds by The Hanner Balloon Co." and we will distribute them in that manner at the rate of \$10.00 for 150 lbs. The most novel and profitable method of advertising ever conceived.

The Hanner Balloon Co., Cincinnati, Ohio.

# The Babbitt Entry and Record System.

(For keeping track of Entries and Awards, and Money Received From

and Paid To Exhibitors at FAIRS.) DESIGNED IN 1896, AND IMPROVED IN 1897

📤 A Man Who Knows His Business. 🍄

Price \$5 00, (due when your fair is over.) Will send a set by express, collect, on approval to any Sec'y in U. S. or Canada, and it and the express back in case you do not like them.

Sec'y Wisconsin Fair Managers Association. Ass't Sec'y Wisconsin State Fair,

MADISON. WIS.

#### The Christmas Billboard, 1807.

During the year 1897 The Billboard will issue but one special number. This will be the Christmas Special, out December 1st, next. It will consist of 56 pages, handsomely illustrated, and will have an illuminated cover, superbly lithographed in colors. It will retail at 3c each. The advertising rates will be 10 cents per Agate line, with 20 per cent additional for specified position.

LARGER ADVERTISEMENTS.

 Whole page
 \$50.00
 Page 2 of Cover, in 2 colors
 \$100.00

 Half page
 27.50
 Page 3 of Cover, in 2 colors
 100.00

 Quarter page
 15.00
 Page 4 of Cover, in 8 colors
 200.00

 Eighth page
 800
 Double page center, in 8 colors
 300.00

No deviations will be made from these prices, and no discounts of any kind. Copy for Advertisements on lithographed pages must reach us not later than Nov. 1st. Last form closes Nov. 22. Size of type page, 9½x12½.

Blaney, Wm E., Expert Ad Writer, Station T. Boston, Mass.

Only Exclusive Distributor in the City. Makes a specialty of Distributing Papers, Pamphlets, Circulars and Samples. Cards and Signs tacked up where they will be read. Estimates cheerfully furnished. No boys employed. Population of city, 16,000. Member International Association of Distributors.

JOHN L. SMART,

14 East Intendentia Street

# Pensacola, Florida.

Chillicothe, Mo., Z. B. Myers
Owns all bill boards. Tacking, Distributing and Bill Posting done satisfactory or no pay Write him.

W. E. Patton, Corinth, Miss.

Bill Poster and Distributor. Reference formished. Rox 164. n97

Woodland, Cal.
Dietz & Glendenning, Bill Posters.

### S. C. DRAPER, Portsmouth, Va.



CITY BILL POSTER,
DISTRIBUTOR,
SIGN TACKET SIGN TACKER. All New Boards. Work Done by Reliable A

Laconia, N. H. Pop. 15,000.
Follom Opera House, Briving Park and
Show Grounds J. F. Harriman, Manager.
Owns all boards in the city and suburbs.

Jacksonville, Ill., 807 S. Main St. by U.S. Dist. Bu eau

Evansville, Ind. 75,000. Licensed. Evansville Bill Pos ing and Instributing Co. Sole Bill Posters and Distributors, 197

LITHOGRAPHED PAGES.

THE MANHATTAN PRESS-CLIPPING BUREAU. NEW YORK. LONDON.

ARTHUR CASSOT, Manager. Knickerbocker Building.

No. 2 West 14th St., New York. Supplies press clippings for Trade Jour-nals, and on all subjects. Best facilities. HON, CHAUNCEY M. DEPEW is one of our regular patrons

HON. CALVIN S. BRICE: You have the best facilities of any one in the field in your business.

Peru, Ind. Chas. W. Stutesman,

Stavanger, Minn Ole Holm, Bill Poster and Distributor. n97 Bangor. Me., and Neighboring

Cities. Pop. 40,000.
Distributor and Sign Painter, reliable service at bottom rates. Write me for estimates. E. A. Campbell, 17 Park St. 197

Delaware, O. G. D. McGuire, City Bill Poster and Distributor.

#### Philip B. Oliver, Licensed City BILL POSTER. AND DISTRIBUTOR.

,000 Fect of Board.
Special Attention Given to Commercial
Work and Distributing.
All Work Quaranteed.

319 Cherry St., FINDLAY, O. POPULATION 23,000.

Winons, Minn. Pop. 25,000.
Winona Circular Dist. to, 78 E. Second st.
General Outdoor Advertisers, Sign Tacking a specia ty.

Terre Haute, Ind. James M. Dishon, Distributing, 29 South

# Nashvillle Distributing Advertising Co.

Licensed and Bonded Distributors and Tackers for Nashville and Chattanooga, Tenn. Member International Association of Distributors. This association guarantees service of its members. | | 7 JAMES L. HILL, Mgr

> JOINTED MAGNETIC HAMMERS. JUST THE THING FOR CARD TACKERS.

The hammer is a true magnet which will never wear out or lose its magnetic power. The jointed handle and mechanical device on the side, which holds the card or tin sign, enables you to get your work up high-away above the reach of mischevious kids

SAVES CLIMBING. SAVES WORK.

Enables you to give your clients first-class permanent service. -PRICES:--

36 in. handles. 2 sections, \$2 00. 42 in. handles, 3 sections, \$2.50

DONALDSON LITHO. CO., Sole Agents, CINCINNATI.

CASH MUST ACCOMPANY ORDER. NONE SENT C.O.D.

BILL POSTER. DISTRIBUTOR. THROUGHOUT ARKANSAS.

J. F. CLARK CONWAY, RATES LOW. ARKANSAS.

**>>>>>>>** 

AGENTS WANTED Either ladies or gentlemen, to sell our new • HIGH-GRADE TOILET SOAPS AND PERFUMES,

You can start a profitable business without any capital, provided you send us written two recognized responsible business men of your town or city, and mention in what publication you saw this advertisement.

THE MINETEAUX SOAP & CHEMICAL CO., 38 East Third St., O.

\*\*\*\*\*\*\*\*\*\*\*



Boise, Idaho, Elmo, Gordon & Co. Religible Distributers and Sign Tackers We pay rent for our locations and car guarantee.

OVER 2,000,000 DENTING (9 CHICAGO 358 DEADORN ST. CHICAGO

All Kinds of Printing and Engraving. Waukesna Wis.
Cadwell F. Mevis City Bill Poster and Distributor 638 Main Street.
19

A. E. BENTLEY.

Only Licensed BILL POSTER in GUTHRIE, Capital of Oklahoma Territory. 10,000 feet of space, and satisfaction guaranteed. Rates made known on application

Cincinnati, O. Pop. 350,000 Unexcelled Distributing Service, W. H. Steinbrenner, SH Vine, Chelinnati

Herman Delker Bill Poster - - Distributor.

JUNCTION CITY. Box 402.

Aurora, Ills. B. Marvin.
Bill Poster and Distributor. Circuit, 16
towns. Pop. 60,000. n97

ESTABLISHED 1876.

+ CHARLES W. YORK, + Rill Poster and

D Distributor. † HAVERHILL, MASS. †

I make a specialty of Distributing. Reference if required. ¶997

Chicago, Ills. J. A. Clough, Contracts solicited for the distribution of all legitimate advertising matter in Chi-cago and suburban towns.

C.F.Bangasser&Co.

CITY BILL POSTERS AND

Signs Tacked and Signs Painted. Own all Bill-Boards in our locality. P. O. Box 38 MCMINNVILLE, OREGON.

14 Counties in Northern Illinois. My service can't be excelled. Work done systematically and thoroughly by experienced help. Send sample for rates. B. O. BOOTHBY, DIXON.

I.H. ASIRE BILL POSTER-DISTRIBUTOR. My circular gives all details.

A trial solicited FOREST, OHIO. Jackson, Ga., C. A. Henderson & Co. Member I. A. of D., advertising agents, Territory: Atlanta, McDonough, Griffin, Locust Grove, Jackson, Flantlis, Macon, Forsyth and Barnesville, includes popula-tion of 175,000.

SEND FOR A COPY OF

Mailed free to all mentioning this advertisement BUSINESS contains articles by noted writers upon Office Routine, Business Management, Accounting, Advertising and Economic subjects, included under Finance, Transportation, Commerce and Manufacturing

To read BUSINESS is a liberal commercial education in itself.

The office of BUSINESS is to be in every office. Monthly &2 a year. Address

Monthly, \$2 a year. Address

BUSINESS PUBLISHING CO.
13 Astor Place, New York Springdale, Arkansas. Circulars samples, booklets, almanacs, etc., honestly and thoroughly distributed from house to house at reasonable rates. Address D. H. Whitener.

**ADVERTISING MANAGERS:** 

Do you know that New Hampshire will be the Mecca of thousands of well-to-do people, during the coming hot months. They go there to while away the time, to be comfortable and have no cares.

Have You got Anything to Call their Attention to, while they are idle.

Strike while the Iron is Hot!

We can reach all these people. Send us your booklets, samples, or circulars or any kind of advertising matter.

D.J Lefebvre Adv. Co. RELIABLE DISTRIBUTORS.

Box 483.

Manchester. N. H. Keep Our Address For Future Reference.

Scranton, Pa., 654 Deacon St. J. H. Beltz, member I. A. of D., samples put out, circulars distributed, signs naticed up, Work isgu ownteed, 200,000 people in Lack-awanna County.

**Utah and California!** 

Are two of the most magnetic names in the roll of States, and the best way to reach them is

RIO GRANDE WESTERN RAILWAY. "Great Salt Lake Route."

As the titles indicates, the R. G. W. is the only line that passes directly through Salt Lake City on the way to California and Salt Lake City and the Great Salt Lake are the two points which certainly should not be missed on your Western trip, as they contain more interest to the average American than any two other points within the confines of the United States. Study the matter carefully, and you will choose the R. G. W. for this reason, as well as for the magnificent scenery, superbequipment and fast time. Write to F. A. WADI, EIGH, General Passenger Agent, Salt Lake City, Utah, for particulars.

C. F. Ansell, Mfg. Coupon Theatre Tickets and Diagram Ticket Racks.

RUBBER STAMPS. Climax Stamp Works, box 106, Belgreen, Ala. Sample—any wording—and self-inking pad, 100.

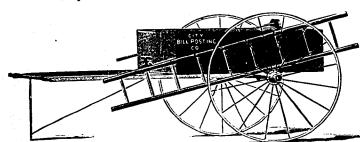
CHILLICOTHE, ILL. CHARVAT BILL POSTING CO.

HENRY CHARVAT, Manager.
Seven Cities Covered. Population, 12,000.

Grand Rapids, Mich. George M. Leonard, Reliable Distributer

among the bill posters of England, where it is regarded as a great convenience, and is used almost to the entire exclusion of all other vehicles. It is equipped with paper bin, paste tank and water tank. The tanks are lined with zinc and the one which contains the water is provided with a faucet.

BILL POSTERS' PUSH



ware beautifully painted, substantially Will last a life-time, and I sell them at phenomenally low price of phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phenomenally low price of the sell them at phe No extra charge for painting firm name on the sides

OHN H. MICHAEL. 225, 227, 229 East 8th St., CINCINNATI, O.

John T. Williams, Bill Poster,

346 MORRISON STREET,

PORTLAND, OREGON.

Member I. A. D. and P. C. B. P. A.

Population 90,000.

CHE above cut shows one of our Paste Mixers for Bill Posters. We make three grades (Good, Better, Best.)

Prices to suit all.
Our catalogue tells all
about them. It is sent free
on application.

all for

MAILING

Profit,

\$4.25

8

Established 1868.

If there ever was a time when this old adage was true, it has long since passed away. Certainly it is not true in these hustling bustng days. One cannot make money by saving

The only way that the modern man can make money is by spending it—spending it wisely.

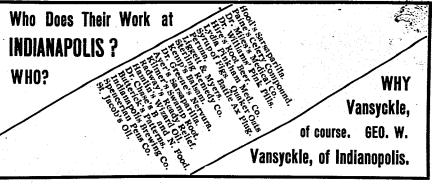
Money invested in labor saving machinery

is wisely spent. Spending money is this wise is making money. Our paste mixers will make more and better paste with less flour and labor than any other in the market.

THEY ARE MONEY MAKERS.

If What You

& CO., CINCINNATI, 0.



The W. D. Husted Advertising Co.

Town and BILL POSTERS,

Distributors, Bulletin Sign Painting, Out door Advertising of every description

Office: 67 Main Street, MANSFIELD, TIOGA CO., PA.

Pittsburg, Pa. Pop. 560,000.

Established 1892.
The "TWIN CITIES" Distributing Agency,
DISTRIBUTORS,
Office 6, Sixth St. Branch, ALLEGHENY.
J. T Hudson, Manager.

"Mr. Manager!" "One Moment Please.

WF. paint pictorial advertising signs, society silk banners, show canvas, theatrical scenery and imitation litho.

OUR artists are expert and up to-date. WE do bill posting, distributing and tacking.

WE own 20,000 feet of space, honesty, energy, experience and World's Fair diplomas.

OUR boards, stock, labor and prices are

WE have no alleys, back fences, "charlie boxes," boys or "bums."

WE want your address, acquaintance, work and inspection, once got, always retained, "It's your move."

C. M. Smith & Co., Brantford, Canada.

Population of City 17,000. County 50,000. Country 5,000,000.

Carlisle, Ind. Suldyan to, p. J Chilcote. Distributor. n



Work For Us?

Send Us a Quarter,

For Yourself?

More Traveling Agents

Was So.

Work

TE OWN OR CONTROL ALL BOARDS AND POSTING PRIVILEGES IN . . . . .

MANSFIELD, The leading town in the "Northern Tier," over 6,000 square feet of boards.

Also have boards and posting privileges in every town in the county.

Manning, S. C.
Distributor. T. M. Young. Manager. P. O.
Box "Y."

Tucson, Arizona, 2,000 ft. of boards

Wilmington, Population, 75,000

WILMINGTON BILL POSTING DISTRIBUTING

AND **ADVERTISING** COMPANY,

Established in 1853 JESSE K. BAYLIS, GEO. W. JACKSON, Proprietors D. K. Jackson, Supt. Own all the prominent boards throughout the city. Satisfaction guaranteed on all work.

Office, Grand Opera House, Wilmington, Population, 75,000

Howland Advertising Sign Co., Rome, N Y.

S

Mail Order Dealers: Advertise in THE HORNET.

Oklahoma alone. 12 cents per year during May and June. 5 cents per line, 30 cents per inch. Press 25th. Vol. 1, No. 5.

THE HORNET, Box 260, Guthrie, O. T.

DO YOU INTEND TO ADVERTISE IN

# SAN FRANCISCO, OAKLAND, AND ALAMEDA CO.,

**—CALIFORNIA?** 

# SIEBE & GREEN

OWN THE

# Bill Posting and Painted Sign

PLANTS.

General Office, 11th and Market Sts., San Francisco.

Branch Office, 3d and Washington Sts., Oakland.

SAN FRANCISCO, 44,000 Lineal Feet Fencing, 10 and 20 Feet High,

350,000 Population.

OAKLAND, 11,000 Lineal Peet Pencing 10 and 20 Peet High,

60,000 Population.

ALAMEDA CO., 9,000 Lineal Peet Pencing, 10 and 20 Peet High,

150,000 Population.